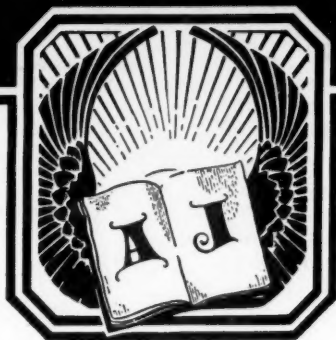


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**Checks and Rejections**

Letters to the Editor—Comment from  
Writers—Editors—Readers

**IS THIS FAME?**

The Saturday Evening Post in a recent issue commented: "A gentleman . . . writes to ask us: 'Do you actually read ALL the story manuscripts submitted to you?' We do. Over seventy thousand a year. Forbes Parkhill's 'Me and You and the Little Woman' was just another envelope when we opened it. Not until after we had accepted the story, with cheers, did we learn that the 'unknown' writer was a star reporter for the Denver Post. . . . And this week we also present another first Post story."

Does this mean that writers for the pulps are unknown in slick-paper offices? Forbes Parkhill has not been a star reporter for the Denver Post for several years. He gave up that job to become a full-time fiction writer and has made his name one of the best-known in adventure, detective, and Western magazines.

Anyway, it is good to be reassured that the S. E. P. buys stories from writers it believes to be unknown, and that all submissions are carefully read. Also it is good to record the advance of another pulp writer into the slick-paper field, proving again that it can be done.

**HARPER'S SUBMISSION FIGURES**

Harper's Magazine, in an editorial note, states:

"Recently we made a count of the manuscripts (submitted for publication in the Magazine) which arrived in four successive days. We did not include peak days (Monday is always a peak day, presumably because many writers finish manuscripts over the week-end), and it was not a peak season of the year, but a time when the flow was moderate. . . .

"During those four days we received 56 fiction manuscripts, 58 articles, and 87 poems: a total of 201. The fiction manuscripts ran to an approximate total of 210,000 words, the article manuscripts to an approximate total of 151,000 words, verses to an approximate total of 17,000 words—amounting in all to some 378,000 words, or let us say 94,500 words per day. . . .

"The volume of manuscripts submitted today does not seem to be so large as it was during the early years of the depression. Presumably the reason for the slackening is economic: there are not so many people, thrown out of jobs, who are trying to turn a penny by unaccustomed writing as a few years ago. In the 1930-1933 period there was a great deal of this sort of desperate literary activity, now terminated either by rising fortunes or literary discouragement. Gone, too, are the days when we received in every mail numerous plans for economic recovery, answers to the riddle of the depression. The latter years of the Hoover era were the heyday of such prescriptions. After the New Deal came in, the number very gradually dwindled. Now we receive hardly an article a week on how to restore prosperity."

**THE REJECTION POSITIVE**

A correspondent who perhaps would not want to have his name used sends us this rejection letter from The Farm Journal. Its tone of patient resignation somehow arouses our sympathy.

Dear \_\_\_\_\_:

For once I have met somebody as obstinate as I am, myself. Apparently I cannot stop you from sending this material, but as long as you send the postage, I can always send it back.

But still, I cannot understand why you want to waste the stamps.

Very truly yours,  
ARTHUR H. JENKINS,  
Editor.

# THE AUTHOR & JOURNALIST

VOL. XXI. NO. 9

SEPTEMBER  
1936

## SO YOU'RE GOING TO REVISE YOUR STORY!

... By SEWELL PEASLEE WRIGHT

Mr. Wright's stories appear in leading slick magazines—American, Cosmopolitan, etc., as well as the action periodicals. A. & J. readers perhaps know him best for "The Detour Theory of Plotting."



Sewell Peaslee Wright

IF there be any among you who do not have to revise your manuscripts, pass on! In all human probability, this is not for you; I am writing for those of the craft—and they constitute a vast majority—to whom revision is a very necessary terror and a nightmare.

The usual practice is to pick up the old blue pencil or its equivalent, sigh deeply, settle wearily into the chair, and start lopping off a few odd phrases, and changing "that" to "which," in several instances, and then going back to wonder whether "that" wasn't right, after all.

Oh, of course I realize that this is a bit of exaggeration. It isn't quite as bad as that—but in my experience, and my observation, that's the general idea. And I believe that it's the wrong way to go about the business of revision.

Consider, for a moment, the artist. In judging a sketch, he stands at a distance from it, squints his eyes to tone down detail, and observes the basic effect of color combination, placement of masses, movement, or lack of it, and the other elements of the composition. He

does *not* go over the picture with a magnifying glass, section by section.

The writer's problem, it seems to me, is identical with that of the artist. It is the *balance* of the story with which you are ordinarily concerned; the relation between the wordage you have given a scene, and its actual value to the story. And in order to judge basic values, you must—like the artist—stand at a distance and squint at your story.

How do you do this? Not, physically, as the artist does it, for the mechanics of your problem are obviously different. You simulate the squinting of the artist by resolutely laying aside your pencil, and reading the story through quickly and easily, just as a magazine reader would run through the story. You don't study any single paragraph; you scan the whole story in an effort to see it as a whole, and to evaluate properly the units of the whole. You must resist the temptation to make or indicate any changes during this reading. To do so would destroy your sense of balance; in effect, if you were to do this, you would draw close to this part of the story, and ruin your perspective.

After you have read the story in this fashion, turn the 'script wrong side up, lean back, light a cigarette (if you care for the weed) and think about the story. Your problem, nine times out of ten, is a problem of *proportion*, and perspective is important in enabling you to judge this matter intelligently.

Run through the action of the story, making a simultaneous effort honestly to calculate the value of the various scenes, bits of action, and sketches of dialog. Take your time; remember

that you are doing what an artist does when he stands at a distance from his picture, and studies the composition as a whole.

The chances are you will see that certain scenes have been given too much wordage, and that, perhaps, other scenes have not been developed to bring out the emotional effect inherent in them. When you have established, in your mind, the bits which have been over-done, and those which have been under-done, read the manuscript again, and bracket, in colored pencil, the paragraphs or sections which need cutting or building up.

The next step is to build up the scenes which need expansion. Personally, I do this the easiest possible way: I take from the body of the manuscript the scenes which need this treatment, and discard, for the time being, the body of the 'script. Then I rewrite each scene, putting into it the additional wallop it seems to need. When this has been done, I cut out the old portion, and paste the new one in its place. This saves retyping the whole manuscript—a chore which takes time, and serves no particular purpose.

When the "Build up" scenes have all been given proper attention. I start on the "Cut" scenes, and I frequently find that by building up the scenes upon which I have been working, I have made it possible entirely to delete the "Cut" scenes. This is not always the case, however, and as every writer knows, the problem of subtracting is always much more difficult than that of addition. Let us, then, give rather careful and detailed consideration to the matter of cutting wordage from our story.

The one important point to remember is this: once you have included something in a story, it assumes, in your mind, an importance, an essential nature, which may be utterly unrelated to fact. In other words, you will be, and will always be, acutely conscious of its omission, whereas the reader who has no knowledge of the deleted bit will never sense the lack.

To bring this fact home to you emphatically—and I think it's important enough to warrant this paragraph—let's consider the picture which accompanies this article. Those of you who are regular readers, and who have seen previous articles of mine, will be struck by the fact that this is a new picture, and that the pipe is lacking. Those of you who see my picture for the first time will not be conscious that this is a new picture, and that my pipe is in the discard. And I, since I'm used to the old picture, which has been used in many magazines, will be most conscious of the change—just as you are most conscious of the changes and omissions you make in your story. Bear this in mind, and you'll find it much easier, I'm sure, to do surgery on your manuscript.

I am stating nothing that has not been written many times before when I say that the very best bits of writing are the ones which seem, almost invariably, to call for the knife. I have not, however, seen this exasperating and heart-breaking phenomenon explained, so I'll append my theory, for what it's worth.

The love of "fine writing" is in almost all of us. In the course of our story, a phrase lures us. It isn't particularly pertinent, but it's just a devil of a good bit. We put it in. We roll it under our tongues. We fall for the temptation to enlarge upon it a bit. The first thing we know, we have chased our butterfly some little distance (don't worry about my mixed figures of speech!) and we become conscious of the fact. We hurry back to our story, with backward glances, proud backward glances, at our spree of fine phraseology. We know better, but we leave this digressive bit in the story. And that's why, I think, we always feel that the very best bits are the ones which have to be cut out.

Now, if you have to cut a substantial amount of wordage, don't try to make the raffle by taking out a phrase here and a sentence there. It can't be done. By so doing, you leave the scene in the story, and if the scene's there, it calls for certain details. You can't take a tree out of a picture, and leave its shadow—nor take out the shadow, and leave the tree. If you have 6200 words in the yarn and have to cut it to 5000, lop off whole scenes, six or eight hundred words at a lop. Two scenes cut out, and the trick's turned. And it is almost as simple as that if you'll harden your heart and *cut*. Remember what I said about how *you'll* miss these scenes, and how utterly unconscious your readers will be that such scenes ever existed.

When you've built up and cut, assemble the mangled remains and read through the story again—still refraining from fussing over details. You're still working at a distance, trying for a proper balance, the most effective proportions. You may find that the story in its new form is pleasingly balanced; you are more likely to find that it still needs a bit of build-up here, a bit of cutting there. If so, proceed—and read again, still refraining from fussing.

When you're satisfied with the general effect of the story, then come closer to it, as an artist examines his work in detail after he is convinced from a distant, squint-eyed examination, that the basic composition of his picture is correct.

The time has at last come when you may do what you were so sorely tempted to do in the beginning: to read carefully, line by line, cutting a word here, changing a word there, balancing a phrase a shade more euphoniously,



changing a conjunction to a period, checking syntax and construction—all the little chores which put a polish on the surface of the manuscript.

When these things are done, you'll have a sad-looking manuscript in your possession. Re-type it, or have it re-typed, and then read it through again; once for general effect, once to catch details. You'll probably find that a few changes still are needed, and you'll make them, but they'll be easy. The hard work is already done.

The final typing should need no alteration whatever; it should be read for typographical errors only. If you find something which has been overlooked in other readings, and which must be changed, don't mess up a pretty script with interlineations. Have the whole page re-

typed. If you don't think enough of your story to present it properly, an editorial reader is quite apt to think lightly of it, too.

Those of you who have followed me to this conclusion will see that I take my revisions seriously. I have found that the difference between a story which clicks and one which doesn't is often in the care I take in revising it. More than this, I have found that a story so revised is one which I can send out with a distinct and whole-hearted feeling of pride and accomplishment.

You may be one of those lucky devils who can turn out letter-perfect, ready-for-the-compositor manuscript. I can't. Most of us can't. If you belong to the majority, give the above ideas a trial.

I think you'll be pleased with the results.

## WRITING ABILITY CONTRIBUTES TO SUCCESS IN MANY FIELDS

. . . By JOHN T. BARTLETT

*Co-Publisher, The Author & Journalist; President, Colorado Authors' League.*

THE research department chief of a great American corporation smiled. "So you are a writer! Well, I've always been interested in writing, too. I edited the college newspaper in my senior year.

"You'll be surprised to learn why I am chief here. It's the reports I write! The ordinary research man sweats and muddles through a report, and then the higher-ups have to figure out what he means, guessing at much of it.

"I could always do the sort of report that pleased my boss! Useless details left out; the important stuff played up. I'm a common plodder of a research man, but my reports aren't common. The officers think I am a wonder!"

Doctor, lawyer, engineer, professor, minister, business executive . . . whatever the ambitious man plans to be, writing skill will help him enormously in reaching the top.

To study the relationship of writing ability to usual success in varied fields, the Colorado Authors' League sponsored an NYA survey by University of Colorado students.

The students took the 1935 edition of "Who's Who in America," and carefully analyzed it.

They found that nearly 40% of the 30,000-odd notables in the book had written for publication!

The place of writing in careers varied much with different professions. It was comparatively low for lawyers, only one in five of whom was cited as the author of a book, or the contributor of articles. It reached its highest percentage for college professors—77%, a figure almost equalled by college deans, 72%, (161 out of 222). The percentage for college presidents was 43.

Over half the clergymen in "Who's Who," they found, had written for publication, 48% of the physicians, and 38% of the engineers.

The C. U. investigators found 10,984 "Who's Who" notables, excluding newspaper writers, whose work had appeared in print. Of course, only 2548, or 23%, were classified as authors or writers! And of these professional writers, almost one-half (43%) appeared

clearly from their sketches to derive income from other sources than writing.

Sometimes the writing which men and women in professions and business do is very remunerative. The educator whose textbook becomes standard in many states and institutions, and runs on year after year, returning large royalties, may actually earn more from his writing than numerous professional writers.

In other cases, a professional man's books, monographs and articles, contribute so much to reputation and recognition that professional income rises fast. The clergyman able to do an important book has a way of arriving at a famous church, probably paying a famous salary. The physician who becomes known for his contributions to medical journals often reaches the top brackets, for earnings as well as prestige.

Engineers find that the ability to write helps them to advance rapidly. Professional papers, ably prepared, gain them an international reputation.

Of course, many of these writers among professional men could, if they wished, turn professional writers, and make a living at it. Usually they dwell on this dream in harassed moments. The truth is, in most cases, they would not be as happy as writers, would not attain to commensurate income and reputation, would not be of the great social service they are.

The professional or business worker able to write well should rejoice in his talent, practice it, and give it full opportunity to assist him in his career.

All part-time writers should have interest in this Colorado Authors' League study. Almost one-half of the 2548 professional writers in the 1935 "Who's Who" had income from other sources than writing. Many of these were part-time writers!

THE AUTHOR & JOURNALIST hopes sometime to present a complete analysis showing the extent to which full-time professionals, and part-time writers, produce the world's literature. The results, we predict, will give the part-time writer startling prominence, not only for the volume, but the quality, of his output.

# BEYOND THE FIRST SALE

... By MARTIN PANZER

Mr. Panzer contributes fiction, verse, articles and column material to a variety of magazines, newspapers and syndicates.



Martin Panzer

"If only I could get some encouragement—if only I could *sell* something once in a while,—then I could write and write and write. But it's so hard to begin when you're almost dead certain that after all your work is done your manuscript will come back with a printed rejection slip."

The above is probably the most overused excuse for laziness and lack of sticktoitiveness. But how true is it? And how does it stand up under a showdown?

First, let me confess that for years it was my favorite opiate. Then one New Year's day I made a resolution to write a thousand words a day for a year. I calculated that 365,000 words at an average of two cents per word would give me a pretty good income even if it was imaginary. But I did keep my resolution for a few weeks and—wonder of wonders—I sold an article to a national magazine.

Instead of elation at my success, (although I will admit I was ecstatic for the first few hours after I received my check) I experienced a complete letdown. "This is just an accident, a freak, a shot in the dark, a stroke of good fortune," I said to myself. "I'll probably never repeat. And even if I do sell something every few months, the financial returns are hardly commensurate with the effort expended." You can see for yourself that I'm a crass materialist and that the glory of seeing my name in print is purely a secondary matter with me.

Be that as it may, my momentum carried me forward and I continued to write, albeit I didn't quite toe the mark at a thousand words a day. I bombarded my poor editor with all sorts, sizes and grades of manuscripts. "The first one was just lucky," I continued to myself, "but if I sell him another one it will mean two things. It will mean that I have the ability to write and it will mean that I am *in* as far as this particular publication is concerned."

Well, to keep a short story short, I sold an-

other article to that magazine. This time my elation lasted for days. Now I was an author. Now I had a market. Now all I had to do was sit down and write. I could break into another magazine. I could break into lots of magazines. I was on my way and rarin' to go. What a grand and glorious feeling to succeed at something at which one wants so terribly to succeed.

But after a week had passed it occurred to me that I hadn't written a word since my second acceptance. So I took myself in hand. "Looka here," I told me, "you have no excuse now for not working. You are selling. Get busy." I sat down before my typewriter, inserted an 8½ x 11 sheet of 16 lb. unwatermarked bond and proceeded to write. I typed three lines, ripped the sheet out of the machine and tore it to bits. Again I inserted an 8½ etc. and started. This time I wrote ten lines before destroying the sheet. Again and again I started and stopped. When I had torn 33 sheets and the floor looked as though a snowstorm had come in to get warm, I gave up. It was absolutely no go.

I simply could not satisfy myself that what I wrote was good enough to send to an editor who had accepted two of my manuscripts and who undoubtedly was familiar with my name. In the old days I was able to send out anything I wrote. If it went, it went. If it didn't, well . . . I never expected to sell the thing anyhow, way down deep in my heart.

Now it was different. I had something at stake. My market was in the balance. I couldn't afford to submit inferior work and run the risk of having my editor shrug his shoulders and call me a two-article false alarm. Now indeed I knew what hard work writing actually was.

I went back to my typewriter the next night determined to get the better of it. Finally, after weeks of work, I turned out an article that wasn't bad. It was rejected.

Nowadays I pound away pretty steadily at the old keyboard. I sell some of my output and I get some of it back. But I don't work more easily because of my sales. I repeat, it's easy enough to write before you make a sale. The tough sledding comes when the editor becomes a reality rather than a symbol. So don't come up to my flat and whimper that you'd do more work if only you sold something once in a while.

# ||| "THINK IN HEADLINES"

. . . By **EDWIN L. SABIN**

Mr. Sabin is a veteran fiction writer now engaged in coaching writers as a literary critic.



Edwin L. Sabin

THE caption to this article might have been "The Story Title," and then what of it? The evidence of a preacher faithless to his own gospel. But through saving grace, advice of a great newspaper editor to his young men flashed above the foggy horizon. "Think in Headlines." A cocktail title and

not a beer title for an article upon story titles. The very purpose of the article is that of decreeing thumbs down for the beer title.

The story title should be the headline of the story news. It serves in two ways. It should catch the reader's eye and bid for reader's interest in reading further. As an expressive title, bearing right upon the story scheme, it is a constant reminder to the writer to stick to that scheme. All in all, it is the story picture.

The story title may indicate the story plot or theme, the story action or atmosphere, or both. Very good. But it should not give away the manner of the story outcome, or it blanks curiosity and numbs suspense. At its best it engages that this is a unique, worth-while story layout.

The title is as potent as the by-line. It, also, advertises the story. It is, or should be, the first measure of quality applied by the open-minded editorial staff. If the title has an amateurish, school-composition make-up—"A Desert Adventure," "Frank Manly's Legacy," "Love Finds a Way," "A Gangster's Revenge,"—tut tut! By-line? The name of an unarrived. Professionals with a nose for story news usually don't cheapen their wares this way. The manuscript may get a conscientious nibble. The opening, alas, is as flat, stale and unprofitable as the title. Poor beer for an appetiser. Next?

But if the title is vigorous, definite, arresting, with positive promise of developments of character and action—"Desert Dues," "Hand-Me-Down," "Careless Brands," "Love Laughs Last" and not "Love Finds a Way," "Two-Way Guns" and not "A Gangster's Revenge"—then

the reader is baited with hopeful interest. This reporter should have something to tell, and know how to tell it. He, or she, thinks in headlines.

Weak titles and, it is to be feared, the consequent weak openings, may be changed where the story values warrant it. Even the professional story vendor occasionally misses gears. With a story manuscript—this one upon my desk—entitled, "A Romance of the Nineties," what to do? I am sure that the author will pardon my citation. The story scene was laid in the Nineties, yes, but what of that, aside from the fact that the very title dated the story and thus committed an early sin?

The story in question focused upon an ambitious young woman's stealing an older and already wedded man. She failed the goal of ease. He aged upon her with disastrous speed and relegated her from a would-be to a has-been. The title will be "Clipped Wings," the "once-upon-a-time" opening, hung to the first title, will be cut out, for the new and active title suggests a new and active opening. In fact, the new title almost remakes the story by narrowing it to the real values.

A strong title may be succinct, much in little. It is positive, not passive; by that it asserts and does not mildly state. A strong title pictures; it is for the eye rather than for the ear. It should be original as fitted to the story, should arouse curiosity as to why fitted to the story, and should govern this particular story which it introduces.

Succinct "Jungle Death" hits harder than "Death in the Jungle." The positive "The Light That Failed" is more effective than the passive, abstract "Failing Light." "Miss Nosey," or "Sundown Trail," is more picturesque than "Miss Curiosity," or "Westward Bound." Borrowed titles such as "Pilgrim's Progress," and allusive titles, such as "When Gabriel Blows His Horn," and, for that matter, "The Light That Failed"; and twisted titles, such as "Signed: Mine Truly," serve as a fillip to the reader. Titles should not, however, be so haphazard nor so smartly wise that they do not contact the story itself. It is irritating to read a story and then puzzle over the title.

The title should, above all, have imagination and stimulate imagination. A good story by Will James bears the title, "Dusty Knight's Perfidy." It is one of those colorless, uninspiring



titles. Only the name of the artist-author signifies that the story may be better than the title. If, seizing upon the story plot, we tie up the title with the significant concluding remark of Dusty himself and change that from the trite "All is fair in love and war" to the caption "All Is Fair in Love and Horses," then we have something concrete, challenging, and expressive of the story theme.

Accordingly, a title may be culled from the story pages. Again, if we think in headlines, a story is written to fit a title. A headline fastens to the story-teller's mind and he invents situations and characters to dramatize that headline. He needs only the suggestion. He takes, for instance, the imaginative phrase "Signed: Mine Truly." It opens a dozen slants—a story of dominant love, ambition, greed, selfishness, of youth, age, of society, business, adventure, what not?

We sometimes cast about, when the story is finished, for a bull's-eye title. Mental processes among story writers differ. There are those of us who plot before we elaborate; when we settle to business we have the apt title, the story

opening and story ending clear in mind; we start from scratch, which is the title, and having flown the pilot flag, we follow the channel of our theme. Others of us may sit down to only the story opening, cast off without a pilot, and bowl on to a story ending that may be unexpected even to ourselves. Then, as the last stunt, we frame a title.

An excellent test of story values, in this case. If the story is a story, with purpose clear in the writer's mind, and made clear in black and white, the very title will pop out like Jack-in-the-box. But in any case, when we grope in a haze of ideas we may be pretty certain that the story has wobbled. We do well to straighten out; go back, decide just what the story conception should be, choose the headline title, thus force the story theme to the front, and lay the story course with that bearing.

If you are having story trouble, try writing from an imperative, stimulating title, a title that tells you what you are committed to do. You may find it to be a salutary measure, although the story may seem to be clear to yourself.

## A WRITERS' UNION?

**A**ND why not, a good many writers seem to be asking? Union organization has already invaded the professions—as witness the success of the Newspaper Guild, which recently voted for affiliation with the American Federation of Labor. The Actors' Equity Association and Musicians' Union are further examples of the possibilities of union organization in the artistic ranks.

The American Writers' Union is, in fact, already a reality. It claims a membership of some fourteen hundred prose writers, poets, and playwrights, whose principal crusade at the present time is for governmental writers' subsidies. They seek thereby to set aside the traditional periods of starvation for men and women of the craft. Allied with such powerful forces as the Authors' League of America and the American Newspaper Guild, this union of writers was a primary pressure influence in the initiation and continuation of the Federal Writers' Projects which are now nearing completion of the "American Guide Book."

An editorial in the October 5, 1935, issue of *Saturday Review of Literature*, entitled "What Should We Do With Our Men of Letters?" commented: "The real problem is with *important* poets, *first-rate* novelists, *distinguished* men-of-letters, whose talents rank them in eminence with presidents of great industries, statesmen, and leading scientists. Only the naive believe that it is easy to live upon first-rate literary work. Vachel Lindsay had a life-long struggle and died in despair. Wordsworth had a subvention [government aid or bounty]. Poe never had a steady income and was ruined by its lack.

"Geniuses are like other men in their everyday needs; they react even more sharply to discouragement, neglect, and the circumstances of failure."

The editorial continues, "It is not a question here of writers in general. Whatever could discourage nine writers out of ten from writing at all would probably be good for civilization, provided they were not

starved in the process. We write here of creative, original authors, capable of giving instruction and delight to their times. . . . A wise government, desirous of conserving its talent as it is beginning to conserve its forests, would extend this practice to the educational system in general."

Mathieu Smith, playwright, and national organizer for the American Writers Union, on a recent visit to A. & J. offices, reported excellent organizational results in the East and Mid-West. He is now on his way to form locals of the A.W.U. in the larger cities of the Pacific Coast. Smith points to the fact that John Chamberlain, Horace Gregory, Samuel Putnam, Eda Lou Walton, Grace Lumpkin, Clifford Odets, and Kyle Crichton are a few of the better-known craftsmen who have joined the American Writers Union.

The Union's plan is to have the government allot \$103 or more per month to needy or jobless writers. To qualify for the subsidy, applicants' qualifications would be reviewed by a board composed of recognized professional authors. Such a board would be expected to pay special heed to the needs of up-and-coming talent.

The Union does not intend to supplant existing writers' organizations, but to work with them, whenever possible, with special attention to the economic side. In addition to its work for writers' subsidies, it will investigate and seek to discourage unfair practices among publishers. Its official organ, *The American Writer*, describes itself as "a union organizational newspaper—not a cultural organ." It covers the work of the national executive committee and locals, together with news relating to the organization of writers and their economic welfare.

Organizer Smith was especially enthusiastic about the possibilities for cooperation with *THE AUTHOR & JOURNALIST* in its efforts to exterminate racketeer writing schools and services.

The national office of the American Writers Union is located at 812 Broadway, New York.



# WRITING FOR THE ENTERTAINMENT MARKET

. . . By **EDNA MARSHALL**

In addition to entertainment material, Mrs. Marshall has sold fiction and articles to a variety of periodicals.



Edna Marshall

**YESTERDAY** I received a rejection slip! That is not surprising; I have received them from many of the better magazines. But the fact that this rejection slip was from a publisher of entertainment material caused some sober thought and sent me flying for my record book. The figures jotted

down over more than four years of writing lightened my spirits somewhat; there they were—positive proof that I had received over two thousand dollars in checks.

Re-reading my manuscript, I could see for myself that I had inflicted a character sketch upon my editor, instead of the dramatic reading that I had foolishly believed it to be. Character sketches aren't worth shucks as entertainment material.

The word "shucks" gives me away. Yessir! I'm a farm woman. If traveling is necessary to good writing, then I'll never be a good writer. Most of my traveling is to and from the spring, the poultry house, the garden and milk lot, and "over to the neighbors" to exchange yeast! However, I'm a member of the Missouri Writer's Guild, and if I'm not mistaken, the only farm woman who has ever enjoyed that distinction.

Piloting my typewriter back to my original subject—the entertainment market—I feel that my modest success is due to the fact that most of my inspiration comes from the farm—is dug from the soil, as it were. And if you think farm articles, plays, monologues, and dramatic readings aren't welcomed by entertainment publishers, you can guess again.

Monologues of the country school ma'am, the freckle-faced boy who begs to "change his underwears," the woman who's had an operation and wants everyone to know the lurid details, the little girl who is sent to the neighbors to borrow and tells all the scandal as well, the

wide-eyed child who can't read her story book but gives her own story from the pictures, the red-faced farmer who buys an intimate garment for his wife, and the bashful young man with the candy box who recites his presentation speech all the way to the home of his lady love, and becomes speechless and retires in confusion when she opens the door—all these receive an eager reading, for publishers of entertainment material have more demand for good monologues than anything else. A monologue should never be over seven minutes long—five minutes is better—and it should bring from eight to ten dollars.

The dramatic reading is also in demand—being used in high-school declamatory contests more than the monologue. A dramatic reading is really a short short-story, and shouldn't be over 2000 words long. It should combine humor and pathos, and end happily. The audience loves to cry over the orphan or the club-footed child, but it wants the child to find a home, and the crippled feet to be made straight and strong. Remember, always, the dramatic reading requires plenty of dialogue and action. A happy combination of both will bring you a check for about fifteen dollars.

There's also the little play, with two, three, or four characters. These make good readings, as well as answering their original purpose. One of mine, entitled "Studying Africa," has won first place in the county declamatory contest three years in succession. Just a school ma'am with a geography class of lively youngsters, whose answers are amusing.

If you're not a farm person, and care not for stories of the soil or rural community, there may still be a place in the entertainment market for you. Takeoffs of the newsboy, the corner groceryman, the president of the Tuesday Club; dialect monologues of Mose, the furnaceman; Scpio, the fruit man; or the soft-hearted, big-fisted Irish policeman, are possibilities.

Be very careful about propaganda. Remember, you have various audiences—the sophisticated city audience, the small-town audience, the rural community audience. The rural audience will enjoy the "city slicker" type, the sophisticated audience will like "Hank, the hired man," or "Deacon Dump." However, the

evils of alcohol can be safely attacked in a dramatic reading. One of mine, "The Miracle," has been successful. A drunken father, enticed into a church for a Dad's Day program, hears his motherless, neglected little boy give a reading: "For Dad's My Pal." The sobered father leaves, hand in hand with his boy.

There are many possibilities: Christmas Day, Valentine's Day, Mother's Day, Children's Day . . . all kinds of days. The "city" writer may write of Christmas in a mansion, or an attic; the rural writer will picture the Christmas festivities about the coal stove, or in the country schoolhouse. The freckle-faced country boy has his own conception of George Washington, while the Mexican boy's notion of "George Wash" is entirely different.

The entertainment market has other openings. Perhaps you can write a skit, a cantata, operetta, comedy drama, or pageant. Any fairy story may be made into a play, operetta, or pageant; and fairy stories also make excellent comedy dramas. One of mine, entitled "The Modern Little Girl's Story of Red Riding Hood and the Wolf," has little Red Riding Hood ride to Grandma's in her red automobile, the wolf goes by plane, and is shot by Grandma, who learned to shoot—she played bridge so much! Then the wolf is revived by the quart which Red Riding Hood brought Grandma and forced to play bridge.

If you are musical, an operetta or cantata will receive a warm welcome—provided it is well done and has a different slant. An operetta should bring at least a hundred dollars—or royalty. Publishers usually pay so much per cent. My only operetta was bought by an economics expert, and sold twenty-five hundred copies the first year.

If you are not musical, you may work out an entire performance with the verses written to familiar tunes. I know one publisher who "laps up" this type of musical play.

Just in case this article still leaves you in doubt as to what constitutes entertainment material, here are a few samples. First, the monologue:

"Good mornin', Miz Smith! Didja notice I came in the *back* way? You had such a fit the last time I

muddled up your front porch; Ma said it was a shame you couldn't tell your Johnnie not to muddy *her* front porch—you borrowed so much more than we did—her porch is muddled the oftenest! What? Oh, yes, Ma wants to borrow some raisins. Said she'd send them back this evenin' and *maybe* you'd remember to send the cocoanut back you borrowed weeks ago! WHAT? NO RAISINS! *W'by, Miz Smith!* Ma heard you order some from the store awhile ago! . . ."

Another sample of a monologue:

"Ma, oh MA! Here comes a agunt! Maybe it's the 'stallment man! What'll I tell him . . . You AIN'T home? Well, where'll you be?

"Oh, howdy dew! No, my ma ain't home, and if you've come for the 'stallments on the piano, we're goin' to meet 'em next week! HUH? (calls upstairs) Ma, oh Ma! It's the new preacher! You're home *now*, aintcha, ma?"

This monologue, entitled "The Rev. Whidbee Calls," in which the little girl tells him all the scandal, and addresses him as Rev. Whizzbee, Rev. Buzzbee, and Bro. Buzzybee, ends like this:

"Here comes ma! I'll see you at lunch, Bro. Buzzybee! Oh, yes, you'll stay to lunch! 'Twon't be a mite o' trouble! Ma's always prepared to feed company, tramps, or preachers!"

The little play, which may be used as a play, or reading:

#### STUDYING AFRICA

Teacher: Johnnie, what is the principal food in Africa?

Johnnie: 'Possum and sweet taters. Say, teacher, 'possum ain't so bad! I et some once. . .

Sue: Uhh! That 'possum's grin is enough for me!

Teacher: That will do! How is it we have negroes in America?

Tom: They crossed the Mason-Dixon line.

Bill: What is the Mason-Dixon line?

Tom: It's a line down south—where lightbread stops, and biscuits begin!"

Following is a list of publishers of entertainment material which I can vouch for from having sold to all of them:

Raymond Youmans, 1325 Minnesota Ave., Kansas City, Kansas.

Ivan Bloom Hardin, Des Moines, Iowa.

Walter H. Baker Co., 5 Hamilton Place, Boston, Mass.

A. S. Barnes, 67 West 44th St., New York City.

Eldridge Entertainment House, Franklin, Ohio. (Music, plays, etc.)

Clayton F. Summy, 429 S. Wabash Ave., Chicago.

March Bros., Lebanon, Ohio.

## MY PLAGIARIST

By MARY CAROLYN DAVIES

I don't mind copyists, I insist.

A lady stole my verse. I need her!

For, if you have a plagiarist,

It shows, at least, you have a reader!

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

SEPTEMBER, 1936

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W-15, weekly 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

## LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Ace G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (M) Short-stories, serials, involving activities of G-Men. 1c. Acc.
- Ace High Western**, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000, novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.
- Action Stories**, (Fiction House) 461 8th Ave., New York. (M-20) Fast-moving, dramatic Western short-stories, 3000-6000; novelettes 12,000-14,000; novels 25,000-30,000; some woman interest. Malcolm Reiss. 1c up, Acc.
- Adventure**, (Popular) 205 E. 42d St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c, Acc.
- Ainslee's Smart Love Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000-6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.
- All Aces**, (Popular) 205 E. 42nd St., New York. (M) Adventure short-stories, novelettes. 1c up, Acc.
- All Story**, (Munsey) 280 Broadway, New York. W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000; complete novels 25,000. Amita Fairgrieve. Good rates, Acc. (New writers, Pub.)
- All Western**, (Dell) 149 Madison Ave., New York. (M-10) Western short-stories 5000, novelettes 10,000-15,000, some romantic interest, occasional mysteries. Special articles on the West; occasional verse. West F. Peterson; Jack Burr, associate. 1½c up, Acc.
- American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.
- American Mercury**, The, 570 Lexington Ave., New York. (M-50) Sophisticated reviews, commentaries, serious and political articles, short-stories, 5000; verse. Paul Palmer. 2c up, Acc.
- Aperitif**, P. O. Box 354, Santa Barbara, Calif. (M-25) Short-stories, articles of West-coast interest, with photos, about 1000-3000. Stanton Delaplane. 1c, Acc.
- Argosy**, (Munsey) 280 Broadway, New York. (W-10) Action fiction, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-20,000; serials up to 60,000 (installments of 10,000); prose fillers 100-400. Jack Byrne. Good rates, Acc. (New writers, Pub.)
- Asia**, 40 E. 49th St., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1500-4000. Oriental fiction; translations. Richard J. Walsh. 2c, Acc.
- Astounding Stories**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving short-stories up to 6000; novelettes 12,000-20,000; woman interest permitted. F. Orlin Tremaine, 1c, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.
- Battle Aces**, (Popular) 205 E. 42d St., New York. (M-15) Western front air short-stories 5000. Novels arranged for. Edythe Seims. 1c, Acc.
- Bill Barnes Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories 3000-5000; novelettes 8000-10,000; novels arranged for; air articles 2000-3000. F. Orlin Tremaine. 1c, Acc.
- Black Mask**, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action stories in crime-detective field, likable, he-man heroes; short-stories 4000-8000; novelettes 12,000-15,000. Joseph T. Shaw. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.
- Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women, 2500. W. Dawson. Good rates, Acc.
- Caravan**, 34th St. and 8th Ave., New York. (M-15) Romantic, adventure, love short-stories, travel articles, humorous essays, 1500-1800. Frederic Maine. 1c, Acc.
- Chatelaine**, The, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.
- Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective short-stories up to 5000; novelettes 9000-15,000, woman interest permitted. F. Orlin Tremaine. 1c up, Acc.
- College Humor**, (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.
- College Life**, (Thrilling) 22 W. 48th St., New York. (Q-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, 3000-5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.
- Collier's**, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Chenery. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.
- Complete Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Adventure, business, crime, detective, Western short-stories, novelettes 10,000-15,000; novels 25,000. Hazlett Kessler. Good rates, Acc.
- Cosmopolitan**, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000-10,000; short shorts 1000-2000; short novels 20,000-40,000; serials, book-length novels; articles of national import 1000-4000. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; serials; agricultural articles; articles for women; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.
- Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted, 2500-5500; novelettes 10,000-15,000; occasional humorous shorts. F. Orlin Tremaine, 1c up, Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles, up to 1500; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.
- Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-15) Thrilling Western-front air short-stories 5000-7500; novelettes 15,000-20,000. Wm. Fay, 1c up, Acc.
- Daring Detective**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. John J. Green, 1c up, photos \$3. Acc. Advisable to query.
- Delineator**, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 2000-3500; serials; articles. Oscar Grave. First-class rates, Acc. short-stories up to 6000; minor love interest. Rogers Terrill.
- Detective Action Stories**, (Popular) 205 E. 42nd St., New York. (M-10) Plotted and motivated detective action short-stories 1200-6000, novelettes 10,000-15,000. (No deductive stories.) Ralph Perry. 1½c, Acc.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-6000; novelettes 12,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000; fillers 200. H. A. McComas. 1½c, Acc. (New writers, Pub.)
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-20) Swift-moving action detective short-stories 2500-5000; novelettes 25,000-45,000; true crime stories 300-2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.
- Detective Tales**, (Popular) 205 E. 42nd St., New York (M) Emotional short-stories against a crime background up to 4000; novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Henry T. Sperry. 1½c up to 3000, 1c up over 3000, Acc.



**Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing men-ace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

**Dime Mystery**, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, mystery, in novels 17,000; novelettes 9000-12,000; short-stories up to 6000; minor love interest. Henry T. Sperry. 1c up, Acc.

**Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-15,000, youthful professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton. 1c up, Acc.

**Dime Western Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000, girl interest, realistic characterization. Rogers Terrill. 1c up, Acc.

**Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c, Acc.

**Elks Magazine**, 50 E. 42d St., New York. (M-20) Short-stories up to 5000; articles, photos, cartoons. Joseph T. Fanning. First-class rates, Acc.

**Esquire**, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-4000; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3c to 10c, Acc.

**Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman. 1c up, Acc.

**Federal Agent**, (Dell) 149 Madison Ave., New York. (M-10) Realistic, emotional, action short-stories of G-men, postoffice inspectors, narcotic squad, treasury sleuths, and other government departments; 4500-6000, novelettes 9000-12,000. West F. Peterson. 1½c, Acc.

**Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss. 1c up, Acc.

**Film Fun**, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2, Acc.

**Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000-20,000, love interest. F. A. McChesney. 1½c, Acc.

**Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-stories of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.

**Globe**, 1033 Lincoln Ave., St. Paul, Minn. (M) Short, intimate articles, up to 1000, travel, romance, adventure, world excitement. J. W. G. Dunn, Jr. 1c, Acc.

**G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-8000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

**Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

**Hard Boiled**, (S. & S.) 79 7th Ave., New York. (M) Sophisticated articles, sketches, short-stories for men. Thomas Edgewood. 2c, Acc.

**Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics. Beatrice Kaufman. Good rates, Acc.

**Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standard. Lee F. Hartman. First-class rates, Acc.

**Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women; romantic, action, character short-stories 2000 to 6000; serials 30,000 to 60,000; verse. F. P. Holland. 1½c up, photos \$2 up, Acc.

**Horror Stories**, (Popular Pubs.) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill. 1c up, Acc.

**Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

**Inside Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. West F. Peterson. 1½ to 2c, photos \$2.50. Acc.

**Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

**Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, melodramatic Western short-stories 3000-6000; novelettes 12,000-14,000; novels 20,000-25,000; some woman interest. Malcolm Reiss. 1c up, Acc.

**Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 42,000; timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc.

**Life**, 60 E. 42d St., New York. (M-15) Humorous sketches up to 1000. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$3 to \$5, Acc.

**Loose Eagle, The**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling war-air short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories; serials 15,000-25,000. Henry Lieferant. 2c, Acc.

**Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c, Acc.

**Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-30) Romantic short-stories, novelettes. Malcolm Reiss. 1c up, Acc.

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500-5000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

**Mademoiselle**, (S. & S.) 1270 6th Ave., New York. (M-25) Youthful, smart, romantic, witty short-stories, articles 1000-3500; light, brisk personality sketches; cartoons; cartoon ideas. Desmond Hall. 2c, Acc.

**Master Detective, The**, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

**McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500-7000, serials. Otis L. Wiese. First-class rates, Acc.

**Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person, real life short-stories up to 7500; longer stories up to 13,000; 3 and 4 part serials; short lengths 1200. Helen J. Day. 2c, Acc.

**National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photographs; also photographs separately. Send for brochure explaining pictorial requirements. Gilbert Grosvenor. First-class rates, Acc.

**New Republic, The**, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven. 2c, Acc.

**New Yorker, The**, 25 W. 43d St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.

**Nick Carter Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Detective-action short-stories up to 6000, detective heroes; novelettes up to 12,000. John L. Nanovic. 1c, Acc.

**North West Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc. short-stories, novelettes. Malcolm Reiss. 1c up, Acc.

**Official Detective**, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories under official by-line 5000-7000; photos. Harry Keller. 2c, Acc.

**Operator No. 5**, (Popular) 205 E. 42d St., New York. (M-10) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill. 1c, Acc.

**Parents' Magazine, The**, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc., 2500-3000. Clara Savage Littledale. 1 to 1½c, Acc.; jokes, pointers for parents, recipes childhood and teen-age problems, \$1 each, Pub.

**Pennac, The**, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)

**Pete Rice Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Western action short-stories 2000 to 6000; novelettes 10,000 to 12,000, old-time and modern; love interest permitted. John L. Nanovic. 1c, Acc.

**Phantom Detective, The**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Pictorial Review**, (Hearst) 318 W. 57th St., New York. (M-10) Articles of interest to women 2500-3500; short-stories, novelettes, serials, occasional verse. Herbert R. Mayes. First-class rates, Acc.

**Popular Detective**, (Thrilling) 22 W. 48th St., New York. (M-15) Detective short-stories, 1000-6000; novelettes 7000-10,000; novels 15,000. Leo Margulies. 1c up, Acc.

**Popular Love**, (Thrilling) 22 W. 48th St., New York. (M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies. 1c up, Acc.

**Popular Western**, (Thrilling) 22 W. 48th St., New York. (M-15) Western short-stories, 1000-6000; novelettes 7000-8000; novels 15,000. Leo Margulies. 1c up, Acc.

**Railroad Stories**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including trolley cars, 1500-15,000. Query on fact articles. Freeman H. Hubbard. 1½c up, Acc. (New writers, Pub.)

**Ranch Romances**, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10,000-12,000; novels 25,000-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

**Rangeland Love Stories**, (Poplar) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint, 5000, novelettes 9000, novels 15,000, articles 1000. Rogers Terrill. 1c up, Acc.

**Real Detective**, 444 Madison Ave., New York. (M-25) True illustrated crime-stories; 5000-6000. R. W. Mickam. 1½c, photos \$2 to \$3, Acc.

**Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles, short humor. Edwin Balmer. First-class rates, Acc.

**Redeal Western**, (Periodical House) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wynn. 1c, Acc.

**Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000, novelettes 10,000-15,000; no dialect stories. F. Orlin Tremaine. 1c, Acc.

**Romantic Stories**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First person, romantic confession short-stories up to 4500, serials up to 15,000, articles 2000-3000; short shorts 1000-1500. Beatrice Lubitz. 1 to 1½c, Acc.

**Rotarian, The**, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, travel sketches, humor, essays, 1500-2000. Leland D. Case. First-class rates, Acc.



**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200-1800; jokes, art work, cartoons, cartoon ideas, photos. L. K. Childers. 3c up, jokes \$3 to \$6, Acc.

**Saturday Evening Post, The** (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-9000; serials up to 90,000; humorous verse; skits, cartoons. George Horace Lorimer. First-class rates, Acc.

**Scribner's Magazine**, 3 E. 48th St., New York. (M-25) Stories and articles about the American scene—social, moral, political. Short-stories 2000-4000, articles 3500. Harlan Logan. Good rates, Acc.

**Secret Agent "X"**, (Periodical House) 67 W. 44th St., New York. (M-10) Detective short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, shortly after Acc.

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.

**Short Stories**, (Doubleday) Garden City, New York. (2M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000, outdoor fillers 50 to 500. True adventures up to 1000. Dorothy McIlwraith. Good rates, Acc.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Smokehouse Monthly**, (Popular Mags., Inc.) 506 S. 5th Ave., Minneapolis. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. Jokes \$2 up, verse 15c line, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Competitive sport short-stories up to 5000; novelettes 10,000-11,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

**Startling Detective Adventures**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-15) True detective stories, solved cases, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. John J. Green. 1½c up, photos \$3 up, cartoons \$5, Acc. (Advisable to query.)

**Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000-15,000. Rogers Terrill. 1c up, Acc.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Glamorous, modern love short-stories of vital, romantic girls, mystery and adventure elements. 3500-5000; novelettes 10,000-15,000. Helen MacVichie. 1 to 1½c, Acc.

**10 Story Western** (Popular) 205 E. 42d St., New York. (M-10) Man-action, dramatic human-interest Western short-stories. Rogers Terrill. 1c up, Acc.

**Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill. 1c up, Acc.

**Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, up to 7000. Leo Margulies. 1c up, Acc.

**This Week**, (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure, romantic, mystery short-stories 1500 to 5000; serials 20,000, installments of 5000; short articles on popular science, travel, adventure, sports, personalities 1000 to 1800 with photos; animal photos, fillers, jokes, cartoons, cartoon ideas. Mrs. William Brown Meloney. First-class rates, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Leo Margulies. 1c up, Acc.

**Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories told from cowboy's angle, heavy love interest, 1000-6000; novelettes 8000-10,000; novels, 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 7000-8000; novels 15,000-20,000. No love interest. Leo Margulies. 1c up, Acc.

**Thrilling Wonder Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Pseudo-scientific action adventure short-stories 1000-5000, novelettes 7500-10,000. Leo Margulies. 1c up, Acc.

**Today**, 152 W. 42d St., New York. (W-15) Articles on current topics up to 2500. Raymond Moley, Ed.; Fillmore Hyde, Exec. Ed. 5c, Acc.

**Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000-5500; novels and novelettes 9000-15,000; occasional fantastic adventure stories. Short-stories 750-2000. F. Orlin Tremaine. Good rates, Acc.

**True Confessions**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles covering social problems, love, marriage, divorce. Hazel L. Berge. 1½c, Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shutleworth. Basic rate 2c, photos \$2 to \$5, Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-25,000. Henry Lieferant. Good rates, Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories 1000-8000; true-story serials 15,000-25,000. Henry Lieferant. 2c, Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.

**Vogue**, with which is combined **Vanity Fair**, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, interests of the day, 1500-2000; travel photos. Edna W. Chase. Good rates, Acc.

**Western Romances**, (Dell) 149 Madison Ave., New York. (M-10) Romantic Western short-stories 4500-6000; novelettes 10,000-15,000. West F. Peterson; Jack Burr, Associate. 1½c, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. F. E. Blackwell; Dorothy Hubbard, associate. Good rates, Acc.

**Western Winners**, (S. & S.) 79 7th Ave., New York. (M-10) Western short-stories, novelettes, serials, articles. 1c, Acc.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000-6000, novelettes 12,000-15,000. Ronald Oliphant. Good rates, Acc.

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000, serials 25,000-30,000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

## LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

**Ace Sports**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Boxing, wrestling, baseball, basketball, hockey, college and professional, short-stories, novelettes, up to 10,000. Woman interest. No first person. A. A. Wyn. 1c up, Pub.

**Ace Mystery**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Horror, terror short-stories 1000-10,000; novelettes 10,000-15,000; woman interest, logical endings. A. A. Wyn. 1c, Pub.

**All America Sports Magazine**, Madison Sq. Garden Arcade, New York. (M-15) Not in the market. Nat. Fleischner.

**All Star Adventure Fiction**, (Western Fiction Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Fast-action adventure stories up to 10,000. Rates by arrangement, Acc.

**Amazing Stories**, (Tock) 461 8th Ave., New York. (Bi-M-25) Short-stories based on correct science 5000-20,000; novelettes 20,000-50,000. T. O'Connor Sloane, Ph.D. ½c, Pub.

**America**, 329 W. 108th St., New York. (W-10) Catholic interests. Articles of timely interest, 2000; verse. Francis Talbot. S. J. 2 to 3c, Pub.

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

**American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.

**American Detective Cases**, (Artvision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current crimes 5000-8000; pictures, official by-lines. Rose Bolsen. 1½c, \$3 per picture, Pub.

**American Hebrew and Jewish Tribune**, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.

**American Press, The**, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Indefinite rates, Pub.

**American Review**, The, 231 W. 58th St., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

**American Scholar, The**, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc., about 3000; brief accounts of scholarly, scientific projects; appropriate long and short poems; no fiction or fillers. Wm. Allison Shimer. \$4 printed page, Acc.

**American Spectator**, The, 132 W. 31st St., New York. (M-25) Feature articles dealing with current events, politics, literature, science, exposes, up to 2000; short-stories. Max Lehman. 1c, Pub.

**American Stamp Digest**, The, (National Scientific) 142 W. 24th St., New York. (M-15) Popular philatelic articles up to 1500. Kent B. Stiles. ½c, Pub.

**Arcadian Life**, Caddo Gap, Ark. (M-5) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. ½c up, Pub.

**Atlantica**, 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ½c, Pub.

**Bandwagon**, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000-1500; essays 500-1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Heflin. ½c up, 10 days after Pub.

- Beaver, The**, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. 1½c, Pub.
- Bedtime Stories**, (Detinuer) Wilmington, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. Gloria Grey. ½c, Pub.
- Best Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Not in the market. F. E. Blackwell.
- Best Western Magazine**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Western action short-stories, novels. Martin Goodman. Rates by arrangement, Pub.
- Big Book Western**, (Popular) 205 E. 42d St., New York. (Bi-M-15) A few short-stories 5000, Western novelettes 10,000-20,000, novels 20,000-45,000; Western fact articles 1000. Willard Crosby. ½c, Acc.
- Black Book Detective Magazine** (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000-8000; novelettes 10,000-15,000; novels 20,000-25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Pub.
- B'nai B'rith Magazine**, 7 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd, 1c, Pub.
- Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest, 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Pub.
- Canadian Countryman**, 198 Richmond St., W. Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ½c, Pub.
- Canadian Geographical Journal**, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. ¾c up, Pub.
- Canadian Magazine**, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. ½c up to 1c, Pub.
- Christian Century**, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Usually no payment.
- Christian Science Monitor**, 1 Norway St., Boston. (D) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each. Average, ¾ column, Acc.
- Collegiate Digest**, P. O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos, Varying rates, photos \$3, Acc.
- Common Sense**, 315 4th Ave., New York. (M-25) Factual, economic, political articles with social implications up to 2000; news items, cartoons. A. M. Bingham. No payment.
- Commonweal**, The, 386 4th Ave., New York. (W.) Catholic review. Articles up to 3000; verse, Michael Williams. About 1c, verse 30c line, Pub.
- Complete Northwest Novel Magazine**, (Winford) 165 Franklin St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2500-6000; novelettes 10,000-12,000, novels 50,000-75,000. Michael Ivan. ½c to ¾c, Acc.
- Complete Western Book**, (Newsstand Pubs.) 11 W. 42d St., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000. Martin Goodman. Rates by arrangement, Acc.
- Crutch and Cane Magazine**, The, Alfred Street P. O., Box 96, Detroit, Mich. (Bi-M) Edited for shut-ins. True stories, articles, 1500 to 2500, showing how the physically handicapped are making a success of their lives. Articles by handicapped persons. Harry E. Smithson. Low rates, Pub.
- Current History**, 63 Park Row, New York. (M-25) Authoritative, readable articles on political, economic, social, cultural events, developments in America and abroad, 2000-3000. M. E. Tracy. 2c, Pub.
- Detective and Murder Mysteries**, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories 3000-5000, novelettes 10,000-12,000, novels 20,000; no sex. M. T. Pattie. ½c up, Pub. (Slow.)
- Dan Dunn**, (C. J. H. Pub. Co.) 49 W. 45th St., New York. Contract-written novels. Harold Hersey.
- Double Action Gang**, (Winford) 165 Franklin St., New York. (M) Short-stories featuring G-men wiping out gangdom 2500-5000; novelettes, complete novels; law must be victorious. Michael Ivan. ½c, Acc.
- Double Action Western**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories with strong characterizations, emotional appeal, 2500-6000; novelettes 10,000-12,000. L. H. Silberkleit. ½ to ¾c, Acc.
- Economic Forum**, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Joseph Mead. Indefinite rates, Pub.
- Eve**, 80 8th Ave., New York. (M) Light, sophisticated short-stories up to 2500; articles on pertinent problems for women 1500-2000. C. Belle Makarius. 1c, Pub.
- Eye-Opener**, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jingles, cartoons, cartoon ideas. Phil Rolfsen. \$1 to \$3, Pub.
- Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith, \$4 column, Pub.
- Flash Gordon**, (C. J. H. Pub. Co.) 49 W. 45th St., New York. Contract-written novels. Harold Hersey.
- Flying Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Modern air short-stories 3000-6500; meaty fact articles, dramatically told, principally of modern aviation, 500-3000; modern and war photos; aviation jokes, cartoons, humorous verse. A. A. Wyn. 1c, photos \$1 up, Pub.
- Fortune**, 135 E. 42d St., New York. (M-\$1) Articles with industrial tie-up. 90% staff-written. Original MSS. or source material purchased. 5c up, Pub.
- Forum**, 570 Lexington Ave., New York. (M-35) Controversial articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Pub.
- French Night Life Stories**, (H. M. Pub. Co.) Dover, Del. (M-25) Spicy short-stories. Rates not at hand.
- Gay Book**, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2500, sex slant, humorous, verse 4-24 lines; jokes, skits, cartoon ideas. Wm. H. Kofoed. ½ to 1c, Acc.
- Gay Broadway**, (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy short-stories. Gloria Grey. ½c, Pub.
- Gay Parisienne**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale 3000-3500, 3-part novelettes 10,000. ½c, Pub.
- Gentlewoman**, 154 W. 14th St., New York. (M-5) Love and action short-stories, small-town home-woman appeal, 3000-5000. Marion White. ½c, Pub. (Overstocked.)
- Gold Seal Detective**, (Mag. Pubs.) 67 W. 44th St., New York. (M) Dramatic, emotional crime-action short-stories, novelettes, 3000-10,000, law-officer heroes, girl interest desirable; short crime articles. A. A. Wyn; M. L. Butler, associate. 1c up, Pub.
- Greater Western Magazine**, (Hoffman) 220 W. 42d St., New York. (M) Dramatic Western short-stories 2000 to 8000. Lincoln Hoffman. Rates by arrangement.
- Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.
- Headquarters Detective**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Detective short-stories, novelettes, 4000-15,000; law man's point of view; girl interest desirable. A. A. Wyn; Mary Lou Butler, associate. 1c, Pub.
- High Hatter**, The, 1735 N. Sycamore, Hollywood, Calif. (M) Short sophisticated articles and short short-stories. G. F. Warren. Rates not announced.
- Independent Woman**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000; controversial articles on business and professional women's problems, business advancement; unusual vocations for women; stories of women who have pioneered in work or play; adventure stories of achievement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35 per article, verse \$2 or \$3, Acc.
- International Detective Cases**, (Artvision) 551 Fifth Ave., New York. (M-25) Foreign detective cases, 5000 to 7000. No pictures or by-lines necessary. Rose Bolsen. 1c, Pub.
- Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosengarten. \$3 per M., poems \$1 up, Pub.
- Judge**, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon ideas \$3 to \$15, Pub.
- Kaleidograph**, A National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Prizes.
- La Parée Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale, 3000-3500, 3-part novelettes 10,000. ½c, Pub.
- Literary Digest**, The, 354 4th Ave., New York. (W-10) Not in the market. Wilfred J. Funk.
- Love Fiction Monthly**, (Periodical House) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, shortly after Acc.
- Masked Rider Western**, The (Ranger) 220 W. 42d St., New York. (M) Western short-stories 2000 to 6000; novelettes 10,000 to 15,000. Jack Phillips. Rates by arrangement, Pub.
- Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.
- Menorah Journal**, The, 63 5th Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.
- Modern Psychologist**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Rarely pays.
- Modern America**, Bolivar, Tenn. (M-10) Short-stories 350-5000, with appeal to American families; 4-part serials 20,000; timely feature articles (query first); art work (query); cartoons. R. P. Shackelford. ½c up, Acc.
- Modern Thinker**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.
- Mothers Home Life**, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.
- Movie Humor**, (Utem Pubs.) 381 4th Ave., New York. (M) Screen humor, jokes, gags. M. R. Reese. Fair rates, Pub.
- Mystery Adventures**, (Fiction Mags, Inc.) Rm. 806, 120 W. 42d St., New York. (M-15) Adventure, weird, pseudo-scientific, mystery short-stories, sophisticated sex angle; novelettes, serials; art work. Stanley Hubbard. ¾ to 1c, after Pub. (Slow.)
- National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love, adventure, animal, mystery, etc., short-stories, 3500-7000; novelettes, serials, verse. L. E. Brownell. Fair rates, Acc.
- Nation**, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchwey, Joseph Wood Krutch, Max Lerner. 2c, Pub.
- New Masses**, 31 E. 27th St., New York. (W-10) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.
- New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated authentic articles on life, scenic attractions or out-of-doors New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$5 to \$15 per article, Pub. Verse, no payment.

**New York Woman**, The, 11 E. 36th St., New York. (W) Largely staff-written. James Monahan.

**North American Review**, 597 Madison Ave., New York. (Q-51) Short-stories of atmosphere, literary quality, 6000-8000; articles, essays on the arts and letters, popular science, sociology; humorous essays. John H. Pell. 2c, Pub.

**Occult Digest**, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy; metaphysics, astrology, numerology, palmistry, graphology, articles up to 2500; true occult and psychic experiences 500; Effa E. Danelson. No payment.

**Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.

**Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

**Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to 1/2c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, hiliars, up to 500; verse up to 24 lines, photos. Guy Richardson. 1/2c up, poems \$1 up, Acc.

**Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Western interest articles, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.

**Pacific Geographic Magazine**, 1151 S. Broadway, Los Angeles. (M-25) Articles on science, exploration, archeology, art, culture, travel adventures in the Pacific area, both sides (except Africa), preferably under 3000; photos, maps. Margaret E. Hughes. 1c, Pub.

**Parade**, Architects Bldg., Philadelphia. (Q) Sophisticated short-stories, articles, 2000 to 4000. Wm. J. McElwee, Charles Del Guidice. About \$50 per article, Pub.

**Paris Nights**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Short-stories 3000-5000 with sex interest, French or Parisian setting; jokes, paragraphs, cartoons. W. Clyde Young. 1/2c, Pub.

**Pep Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000; sex angle. 1/2c, Pub.

**Poetry**, A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse. Harriet Monroe. \$6 page (28 lines), Pub.

**Psychology**, 381 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experiences; short short-stories. E. Field. Varying rates, Pub. (Slow.)

**Quick-Trigger Western**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Western novelettes, novels. Martin Goodman. Rates by arrangement.

**Real Western**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories, good characterizations, emotional appeal, 2500-6000; novelettes 10,000-12,000, new or reprint Western novels 45,000-60,000. L. H. Silberkleit. 1/2 to 1/3c, Acc.

**Redwood Monthly**, The, 2459 Telegraph Ave., Berkeley, Calif. (M-20) Short short-stories 800-2000, articles on travel. Frank Buck, Jr. 1/2c, Acc. Verse, no payment.

**Review of Reviews**, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 1c up, Pub.

**Rhythm**, 925 Broadway, New York. (M-25) Distinctive poetry. Alice Langley. 20c line, Pub.

**Ringmaster**, 1 N. La Salle St., Chicago. (M-50) Satirical articles 2000-3000; caricatures. Harry McGuire. Varying rates, Acc.

**Round-up Romances**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Western love short-stories, novelettes. A. A. Wyn. 1c up, Pub.

**Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 1/2 to 1c, photos \$2 to \$3, Pub.

**Saucy Movie Tales**, (Movie Digest, Inc.) Rm. 501, 1451 Broadway, New York. (M-25) Mystery, love, adventure, pseudo-scientific short-stories, Hollywood background, spicy, but clean. Philip S. White. 1/2 to 1/3c, Pub.

**Saucy Romantic Adventures**, (Fiction Mags, Inc.) Rm. 501, 1451 Broadway, New York. (M-15) Romantic love short-stories, clean sex element. 1/2 to 1/3c, Pub.

**Scarlet Adventuress**, (Associated Authors) 1008 W. York St., Philadelphia. (M) Sophisticated short-stories of female adventures, sex without licentiousness, 3000-5000, novelettes 10,000-12,000; novels 20,000. M. T. Pattie. 1/2c up, Pub. (Slow.)

**Scarlet Confessions**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Frank first-person confessions, no sordidness, 3000-7000. M. T. Pattie. 1/2c up, Pub. (Slow.)

**Sentinel**, The, 511 S. Sangamon St., Chicago. (W-10) Short-stories, Jewish theme, 1900-2200. Louis S. Berlin. \$5 a story, Acc.

**Sexology**, 99 Hudson St., New York. (M-25) Articles on scientific aspects of sex problems. David H. Keller, M.D. 1/2 to 1c, Pub.

**Sex Psychology**, 154 Nassau St., New York. (M-25) Articles on sex psychology 950-1350; fillers, news items 100-250. Chas. Clarke. 1/2c up, Pub.

**Silhouettes**, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neill North. \$1 each, Acc. Prizes.

**Smashing Novels**, (Chesterfield Pubs.) 100 Hudson St., New York. (Bi-M-15) Western, detective, adventure novels 35,000-40,000. Cliff Campbell. Rates by arrangement, Acc.

**Smoke**, Box 535, Providence, R. I. (Q-25) Distinctive poetry. Susanna Valentine Mitchell. Small payment, Pub.

**Snappy**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, light short-stories 3000-3500, 3-part novelettes 10,000, sex angle. 1/2c, Pub.

**Southern Review**, Louisiana State Univ., Baton Rouge, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.

**Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. Up to 1c, Acc.

**Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.

**Spicy Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000, sex angle. 1/2c, Pub.

**Spur**, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. Robert B. Renfro. Indefinite rates, Pub.

**Star Detective**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.

**Story**, 432 4th Ave., New York. (M-35) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.

**Tattle Tales**, (Detinuer) Wilmington, Del. (M-25) Spicy, snappy, short-stories 2500-3500; verse, jokes. Gloria Grey. 1/2c, Pub.

**Ten Detective Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

**10 Story Book**, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub. (Slow.)

**Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. 1/2c, Pub.

**Toronto Star Weekly**, 80 King St., W., Toronto, Canada. (W) Feature articles, Canadian and general appeal up to 3000; short-stories 2000 to 5000; love, mystery, sport, adventure serials. Main Johnston. 1/2c up, Acc.

**Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

**Trips**, 565 5th Ave., New York. (Q-51) Information about people connected with travel—guides, resort operators, etc.; stories about strange places; fillers, jokes, news items, photos, of travel interest. Arthur Brackman. Rates by arrangement, Pub.

**True Gang Life**, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories centering around gang life 3000-8000, woman interest but subordinated. M. T. Pattie. 1/2c, Pub. (Slow.)

**Virginia Quarterly Review**, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words), verse 50c line, Pub.

**Voice of Experience**, (Macfadden) 122 E. 42nd St., New York. (M) Problem short-stories up to 6000, series 35,000; articles on personal problems, inspiration, etc. Francis Wickware. 2c, Pub.

**Voyager**, The, 5 Beekman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles, Bermuda, Nassau, Cuba, Jamaica, Panama, Mexico, California, Canada, England, France, \$40-1500. Morrill Cady. Articles with photos, \$20 each, without photos, \$15, Pub. Anecdotes 100-500, space rates.

**Waldorf-Astoria Promenade**, 40 E. 34th St., New York. (M) Diverting short-stories 1500-2000; articles, essays, 900-1000; verse, drawings, cartoons, Letitia Chaffee. 1 1/2c up, Pub.

**Weird Tales**, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 35,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

**West**, (Ranger Pubs.) Garden City, N. Y. (M-15) Western short-stories up to 6000; novelettes 10-12,000; novels 30,000; romantic interest subordinate; verse up to 32 lines. Edmund Collier. 1/2c up, by arrangement.

**Western Aces**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Emotional Western short-stories up to 6000, novelettes up to 12,000, with strong human interest—range, outlaw, mines, etc. A. A. Wyn; M. L. Butler, Associate. 1c up, Pub.

**Western Action Novels**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories, 2500-6000; new or reprint novelettes 15,000-30,000; novels 40,000-70,000. L. H. Silberkleit. Rates by arrangement, Acc.

**Western Fiction Monthly**, (Western Fiction Pub. Co.) 11 W. 42d St., New York. (M-15) Western short-stories 3000-7000; novelettes 20,000. Martin Goodman. Rates by arrangement, Acc.

**Western Novel and Short Stories**, (Newsstand) 11 W. 42d St., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

**Western Trails**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes 10,000-20,000. No first-person stories. A. A. Wyn. 1 to 2c, Pub.

**Wild West Stories and Complete Novel Magazine**, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000-4000; novelettes 15,000-25,000. 1/2c, Pub.

**Woman Today**, The, 112 E. 19th St., New York. (M-10) Articles, short-stories, of interest to women in industry; anti-war and anti-fascist. Rates not at hand.

**Yale Review**, Box 1729, New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

**Yankee**, Dublin, N. H. (M-25) Short-stories up to 3000, articles, essays, 1200-1400, verse, jokes, anecdotes, oddities, epigrams; all of Yankee flavor. Robb Sagendorph; Beth Tolman, associate. Articles about \$10; stories, \$15-\$20; items \$1, verse 50c line, Pub.



## LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

## AGRICULTURAL, FARMING, LIVESTOCK

**Breeder's Gazette**, Spencer, Ind. (M-10) Short-stories of success in livestock farming under 1500, including methods of feeding and management. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub.

**Dairy Goat Journal**, Fairbury, Neb. (M) Articles on dairy goat industry, largely from regular writers. C. A. Leach. Approx. 1c, Acc. (Overstocked.)

**Farm Journal**, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600; short-stories 3000 to 4000; novelettes 20,000; cartoon ideas. Arthur H. Jenkins. 2c up; fiction 5c up, Acc.

**Farm and Ranch**, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ½ to 1c up, Pub.

**Hatchery Tribune**, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ½ to 2c, Acc.

**Hoard's Dairyman**, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

**Iowa and Corn Belt Farmer**, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

**Ohio Farmer**, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

**Ontario Farmer**, The, 73 Richmond St. W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. W. Dawson. Indefinite rates, Acc.

**Poultry Item**, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc., 1500. S. L. Althouse. Good rates, Pub.

**Poultry Tribune**, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

**Progressive Farmer**, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal, 3000-4000, (submit to Dallas, Tex., office, 1104 Insurance Bldg.). Eugene Butler, 2c, Acc. (Overstocked.)

**Southern Dairy Products Journal**, Commercial Exchange Bldg., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. ½c, Pub.

**Successful Farming**, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2 installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½c up, verse 25c line, Acc.

## ART, PHOTOGRAPHY

**Camera**, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ½c, Acc.

**New Photo Miniature**, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000-15,000. John A. Tennant, \$50 each, Acc. (Submit outline first.)

## AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION.

**Aero Digest**, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ½c up, Pub.

**American Motorist**, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000-1500, historical and descriptive articles appealing to motorists; very little verse. F. Kay Buschman. 1c, Pub.

**Aviation**, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

**Highway Magazine**, Armo Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800 to 1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Motorboat**, 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, Associate. ½ to 3c, Pub.

**National Waterways Magazine**, Westinghouse Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

**Popular Aviation**, (Ziff-Davis Pub. Co.) 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanical articles, semi-technical true war experiences, new developments in aviation, gas model information, 2500 maximum. Fillers 100 to 800; aviation jokes, cartoons. B. G. Davis, Ed., J. B. Rathbun, Mng. Ed. ½ and 1c, Pub., photos extra, jokes \$1.

**Power Boating**, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. Indefinite rates, Acc.

**Rudder**, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

**Trailer Caravan**, The, Union Guardian Bldg., Detroit, Mich. (M-10) Illustrated articles on trailer travel, auto travel, to spots unusual; articles dealing with experiences with home-made trailers; photos. Occasional short verse. Ralph G. Hess. ½ to 1c, Acc.

**U. S. Air Services**, 727 Transportation Bldg., Washington, D. C. (M-25) Not in the market. E. N. Findley.

**Western Construction News**, 114 Sansome St., San Francisco. (M) Articles on all phases Western construction activity. J. I. Ballard. Varying rates.

**Western Flying**, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Fritchard. 25c inch. Pub. (Overstocked.)

## BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Murray E. Grain. 1c, Pub.

**American Business**, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-25) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. Eugene Whitmore. \$35 and up for 2000 words, Pub.

**Bankers Magazine**, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative financial articles 500-2500. Cyril A. Player. Indefinite rates, Acc.

**Burrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

**Business Week**, 330 W. 42nd St., New York. (W-20) Not in the market. Glenn Griswold.

**Commerce**, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith. Rates variable (Overstocked.)

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

**How to Sell**, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800 to 400. R. C. Remington. ½ to 1c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. Martin E. Siegel. ½ to 1c, photos \$1, Pub.

**Mail Order Journal**, 608 S. Dearborn St., Chicago. (M-10) Case histories, fact stories about mail-order business. L. K. Jones. 1c, Pub. (Query.)

**Nation's Business**, The, 1615 H. St. N.W., Washington, D.C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

**Opportunity**, 333 N. Michigan Ave., Chicago. (M-15) Action short-stories up to 3000; 2-part serials; articles with emotional; inspirational qualities, based on selling; fillers; short verse. Kenneth C. Smith. 1c, Acc.

**Postage and Mailbag**, 119 W. 19th St., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

**Printers' Ink**, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**.) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

**Rand McNally Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

**Sales Management**, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½c, Pub.

**Specialty Salesman**, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; fact success articles of direct salesmen, 2000. Richard Milton. ½c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercrook. 1c up, Acc.

**Western Advertising**, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Robert E. Wade, Jr. 1 to 2c, Pub.

## BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

**American Home**, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

**Arts and Decoration**, (McBride, Andrews) 116 E. 16th St., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment, decorating and furnishing accessories, household equipment. Mary Fanton Roberts. Varying rates, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

**Canadian Homes & Gardens**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

**Country Home**, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

**Country Life**, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1000-1500; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.



**Home Desirable, The**, 221 N. La Salle St., Chicago. (M-free) Articles on home modernization through plumbing and heating 1000; cartoons, photos. W. L. Benson. 1 to 5c, Acc. or Pub. (Overstocked.)

**House and Garden**, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

**House Beautiful combined with Home & Field**, (Hearst) 572 Madison Ave., New York. (M-25) Articles on gardening, decoration, architecture up to 1500. K. K. Stowell. 2½c, Acc.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) Western home building, gardening, vacation, foods and housekeeping, departmental items. Lou Richardson and Genevieve A. Callahan. Good rates, Pub.

**Town and Country**, 572 Madison Ave., New York. (M-50) Not in the market. Harry A. Bull.

#### EDUCATIONAL

**Grade Teacher, The**, (Educ. Pub. Corp.) 419 4th Ave., New York. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ½c, Pub.

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. ½c, Pub. (Overstocked.)

**Instructor, The**, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

**Journal of Education**, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers and by teachers 1500-2000. Jessie A. Knox. ½c, Pub.

**School Activities**, Topeka, Kans. (M-20) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. ½c, Pub.

**School Management**, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

**Timely Teacher Topics**, 16-17 Hirschfeld Bldg., North Platte, Nebr. (M except June, July, Aug.) Short-stories up to 900; articles along teaching lines, elementary and high school, up to 750; jokes; fillers; cartoons; cartoon ideas. Mrs. J. L. Osmont. ½c, verse 5c line, Pub.

#### HEALTH, HYGIENE

**Health and Hygiene**, 41 Union Squ., W., New York. (M-15) Staff-written articles on health and medical subjects. Edward Adams; John Stuart. No payment.

**Hygiene, The Health Magazine**, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

**Industrial Medicine**, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ½c up, photos \$3, Pub.

**Physical Culture**, (Macfadden) 122 E. 42d St., New York. (M-25) Health articles, self-told adventures in health, including mental health, personal problems, happiness, power of achievement, 3-5000; 12-15,000. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction. Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

#### MUSICAL

**Diapason**, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000; art work, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Jacobs' Orchestra Monthly**, also **Jacobs' Band Monthly**, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras and bands. Arthur C. Morse. Pays in music credit.

**Metronome**, 113 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. Indefinite rates.

**Musical Forecast**, 1090 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. \$1 per column, Pub.

**Musical Quarterly, The**, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. About \$4 page, Pub.

**Musician, The**, 15 E. 38th St., New York. (M-25) Feature music material. A. N. de Vore. No payment.

**Tempo**, 152 W. 42d St., New York. (M) Short human-interest articles on music and musicians. Miss Isabel Lowden. 1c, Pub.

#### RELIGIOUS

**Adult Bible Class Monthly**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (M-10) Religious, rural, peace articles 1200-1600, verse 2 or 3 stanzas, news of temperance movement, significant Bible-class activities. Lucius H. Bugbee. ¼ to 1c, verse \$3 to \$10, photos \$2.50 up, Pub.

**Ave Maria, The**, Notre Dame, Ind. (W-10) Short-stories 2800-3000; serials 15 to 20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Juvenile adventure short-stories, serials, wholesome but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, poems \$5, Pub.

**Canadian Messenger, The**, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. ½c, Acc.

**Christian Advocate, The**, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. ½c, Pub.

**Christian Herald**, 419 4th Ave., New York. (M-20) Interdenominational religious, sociological articles with photos; short-stories 1000-3000; verse. Daniel A. Poling. Varying rates, Pub.

**Church Business**, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. Varying rates, jokes \$1, Pub.

**Cradle Roll Home, The**, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. Agnes Kennedy Holmes. ½c, Acc.

**Improvement Era, The**, 50 N. Main St., Salt Lake City, Utah. (M-20) Organ of Mormon Church. Moral short-stories 800-900; otherwise overstocked. Richard L. Evans. ½c, Pub.

**Living Church, The**, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

**Lookout, The**, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. ½c, photos \$1 to \$5, one month after Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood**, Carthage, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. ½c, verse 25c line, Pub.

**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**New Outlook, The**, United Church of Canada, 299 Queen St. W., Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 1000 to 1200; verse; children's material. W. B. Creighton. ½c, Acc.

**Progress, Unity School of Christianity**, 917 Tracy Ave., Kansas City, Mo. (M-15) Solution of personal and world problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked on verse.)

**Queen's Work, The**, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2000; editorials; photos; news items, cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

**Sign, The**, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Acc.

**Sunday School Times**, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

**Union Signal, The**, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence; also on peace. About 1/3c, Pub.

**Unity, also Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

#### SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

**All Wave Radio**, 16 E. 43d St., New York (M) Technical articles dealing with radio; occasionally, human-interest articles, 1000-1500. M. L. Muhlmann. 1c, Pub.

**Electricity on the Farm**, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½c, Acc. (Overstocked.)

**Everyday Science & Mechanics**, (Gernsback) 99 Hudson St., New York. (M-10) Constructional and experimental articles up to 2000. H. Gernsback. ½c up, photos \$2 up, Pub. (Slow.)

**Homecrafts and Hobbies**, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ½ to 1c, Pub.

**Home Craftsman, The**, 63 Park Row, New York. (Bi-M-15) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Illustrated Mechanics**, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500-1500. Homecraft articles for women. E. A. Weishaar. ½ to 1c, photos or drawings \$1 to \$3, 30 days after Acc.

**Mechanics and Handicraft**, (Standard) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 1c, Pub. and Acc.

**Model Airplane News**, 551 5th Ave., New York. (M-20) Model airplane construction articles 2500. 1c, Pub.

**Model Craftsman, The**, 33 W. 42nd St., New York. (M-25) Never buys unsolicited manuscripts.

**Modern Mechanic and Inventions**, 22 W. Putnam Ave., Greenwich, Conn. (M-15) Popular illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos; construction ideas for amateur workshop fans; inventions, home hobbies. Tom Mahoney. Good rates, photos \$3 up, Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; no poetry. R. W. Westwood. 1 to 3c, Acc.

**Popular Mechanics**, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

**Popular Science Monthly**, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

**Scientific American**, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

**Scientific Progress**, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

**Scientific Psychology**, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

**Service**, 19 E. 47th St., New York. (M) Technical radio articles. Robert G. Herzog.

#### SPORTING, OUTDOOR, HUNTING, FISHING

**Alaska Sportsman**, The, Ketchikan, Alaska. (M) Short-stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. ¼c, Pub.

**American Rifleman**, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrations, gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

**Baseball Magazine**, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. ½c, Pub.

**Field and Stream**, (Warner) 515 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

**Fur-Fish-Game**, 174 E. Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 3000-5000. A. V. Harding. ½ to ¼c, Acc.

**Hunter-Trapper**, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub. (Overstocked.)

**National Bowler's Journal and Recreation Age**, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c, Pub.

**National Sportsman**, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

**North American Trapper**, Box 663, Charleston, W. Va. (M) Stories, articles, filler, poems, concerning trapping. Charley West. Indefinite rates.

**Outdoor Life**, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. 1c up to 10c, \$3 up for photos, kinks, shorts, Acc.

**Pacific Sportsman**, 401 Sansome St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500-1500; outdoor poetry up to 16 lines. John C. Fiver. No payment.

**Post Time**, 443 Plymouth Court, Chicago. (M-25) Articles dealing with horse racing; short-stories up to 2500; serials. Mark Mellen. Fiction ¼c, articles 1 to 1½c, Pub.

**Scholastic Coach**, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

**Southern Sportsman**, The, 2515 Pearl, Austin, Tex. (M-10) Articles and short-stories on hunting, fishing, especially of the old South, up to 2500. J. Austell Small. No payment.

**Sports Afield and Trails of the Northwoods**, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos, cartoons. Ronald Kirkbride. Indefinite rates, Pub.

**Sports Illustrated and the American Golfer**, 32 E. 57th St., New York. (M-25) Articles on all types of sport up to 1400; fillers, photos, cartoons. Ronald Kirkbride. Indefinite rates, Pub.

**Sportsman**, The, 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500-2500. Freiers query. Richard Ely Danielson. Indefinite rates, photos \$3, Pub.

**Turf & Sport Digest**, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running horse-racing 2500-5000; racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. ¼c, Pub. or Acc.

#### THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

**Billboard**, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World**, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ¼c, Pub.

**Hollywood Magazine**, (Fawcett) 7046 Hollywood Blvd., Hollywood. (M-5) Film articles on assignment; fillers, photos. Ted Magee. Liberal rates, Acc.

**Modern Screen**, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

**Motion Picture Magazine**, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

**Movie Action Magazine**, (S. & S.) 79 7th Ave., New York. Novelized movie stories written on order; buys fact and feature material. John L. Nanovic; Robert C. Sidman, associate. 1c, Acc.

**Movie Classic**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Articles on motion pictures and stars, usually on assignment, 1800 to 2500. Occasional articles on famous women in allied fields; smart short-stories. Eric Ergenbright. Good rates, Acc.

**Movie Mirror**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; Walter Ramsey, N. Y. editor. Good rates, Acc.

**Photoplay**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; short-stories; serials. Miss Ruth Waterbury. Good rates, Acc.

**Picture Play Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Articles 1200-1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

**Radio Stars**, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Lester C. Grady. Good rates, Acc.

**Romantic Movie Stories**, (Fawcett) 1501 Broadway, New York. (M) Motion-picture fiction. Ralph Daigh. Good rates, Acc.

**Screen Book**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Short news articles on popular screen favorites, usually on assignment. Florence Johnson. Liberal rates, Acc.

**Screenland**, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

**Screen Play**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Marian Rhea. Liberal rates, Acc.

**Silver Screen**, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Articles only about movie stars and pictures. Elliott Keen. Highest rates, Pub.

**Theatre Arts Monthly**, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-50) Articles on theatre and associated arts 1800 to 2500; verse. Edith J. R. Isaacs. 2c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

#### TRADE JOURNALS—MISCELLANEOUS

**American Artisan**, 6 N. Michigan Ave., Chicago. (M) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker**, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising. ½c and up, Acc.

**American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Druggist**, 572 Madison Ave., New York. (M) News features 200-1000; photos. Howard Stephenson. High rates, Acc.

**American Hairdresser**, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.

**American Ink Maker**, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman**, 431 S. Dearborn St., Chicago. (B-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, descriptive articles on unusual decorating jobs, photos. Query. George Boardman Perry. Up to 1c, Pub.

**American Paper Merchant**, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. F. G. Pulley, Mng. Ed. ½c up, Acc.

**American Perfumer & Cosmetics & Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.

**American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specification. L. B. Siegfried. 1c up, Pub.

**American Restaurant Magazine**, 5 S. Wabash Ave., Chicago. (M-25) Largely staff-prepared. H. C. Siekman.

**American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500-3000. H. W. Smith. \$6 per 1000, Pub.

**Amusement Park Management**, 404 4th Ave., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

**Art of Mosaics & Terazzo**, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terazzo work. R. B. Birch, Jr. 1c, photos \$2, Pub. (Very slow.)

**Autobody Trimmer and Painter**, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. ¼c, Pub.

**Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.

**Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 20c column inch, Pub.

**Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles of interest to service garage men. Ray Kuns. Indefinite rates, Acc.

**Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers up to 1200. Don Blanchard. 2c. Pub.

**Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50. Pub.

**Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 1000. Photos. Stanley P. McMinn. 1c. Pub.

**Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words). Pub.

**Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfer. Space rates. Pub.

**Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch. Pub. (Buys little.)

**Barrel & Box & Packages**, 330 S. Wells St., Chicago. (M) Articles and news items dealing with manufacture and use of wooden containers. 25c inch. Pub.

**Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up. Pub. (Overstocked.)

**Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 1/4c up. Pub.

**Bookbinding & Book Production**, 50 Union Square, New York. (M) News of trade. Query on features. D. M. Glixon. 1/4c up. Pub.

**Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c. Pub.

**Boys' Outfitter**, 175 5th Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch. Pub.

**Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.

**Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates. Pub.

**Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates. Pub.

**Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel. Mng. Ed. 1c up. Pub.

**Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans, 500-2000. H. S. Verman. \$10 page. Pub.

**Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments, "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch. Pub.

**Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. 1/4c. Acc. News items, first 100 words 2c, bal. each item 1/4c. Pub. (Query.)

**Casket & Sunnyside**, 487 Broadway, New York. (M-25) Interviews with morticians on mortuary management. Seabury Quinn. 1/4c. Pub. (Query first.)

**Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c. Pub.

**Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Leebhar. About 1/4c. Pub.

**Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/4c. Pub.

**Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. Minimum for feature, \$25. Pub.

**Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates. Pub.

**Concrete Products**, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500-1500. Bror Nordberg. \$10 page. Pub.

**Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3. Acc.

**Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. Up to 1c, photos \$1 to \$3. Acc.

**Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/4c. Pub.

**Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. 1/4c. Pub.

**Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30 to 50c inch. Pub.

**Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 1/4c. Pub.

**Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c. Pub.

**Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3. Pub.

**Decorative Furnisher**, The, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates. Pub. (Overstocked.)

**Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. Robt. G. Agee. 1/4c, photos 50c. Pub.

**Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c. Pub.

**Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c. Pub.

**Distribution & Warehousing**, 249 W. 39th St., New York. (M-30) Articles of interest to national distributors who use public merchandise and cold-storage warehouses. Kent B. Stiles. 1/4c up, photos \$2. Pub.

**Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. R. V. Sawhill. 1c. Pub.

**Drapery Profits**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. J. Loucks. 1c, photos \$3. Pub.

**Dress Accessories**, 1170 Broadway, New York. (M) News and features of interest to buyers of gloves, laces, handkerchiefs, costume flowers, etc. Irene Farrott. 1/4c. Pub. (Not in market.)

**Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates. Pub.

**Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick. Mng. Ed. 1c. Pub.

**Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates.

**Drug World**, 572 Madison Ave., New York. (Bi-W) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Query on coverage. Charlie Cunneen. 50c inch. Pub.

**Dry Goods Economist**, 239 W. 39th St., New York. (Bi-M-15) Articles of specific interest to department store held, up to 750. C. K. MacDermut, Jr., Mng. Ed. 1/4c, photos \$2, special rates on best material, month after acceptance.

**Dry Goods Journal**, 507 W. 10th St., Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. K. I. Boreman. 1c. Acc.

**Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown. \$2 a column up. Pub.

**Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, "shorticles," on merchandising electrical and radio appliances. Stanley A. Dennis. 1c. Pub.

**Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, electrical contractors, dealers, wholesalers of the South. S. R. McGillis. 1/4c. Pub.

**Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates. Pub.

**Electric Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful merchandising ideas and practices for electrical appliances, technical descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c. Pub.

**Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1 to \$2. Pub. (Query.)

**Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates. Pub.

**Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. Overstocked. File name for possible assignment. C. C. Hayley. 1c. Pub.

**Feed Bag**, The, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas, used by feed dealers (quote figures) 750 to 1000. Specifically from N. E. quarter of the U. S. David K. Steenbergh. 1c. Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Harvey E. Yantis. 1/4c. Acc.

**Film Daily**, 1650 Broadway, New York. (D) News of the film industry. J. W. Allicote. Space rates.

**Fine Furniture**, Association of Commerce Bldg., Grand Rapids, Mich. (M) Illustrated style and merchandising features concerning furniture trade; merchandising shorts. Rod McKenzie. 1/4c. Pub.

**Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. Carroll E. Pellissier. Articles \$5 page, news 25c inch, photos \$1. Acc.

**Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of food and grocery product manufacturers. Dan Rennick. 1c. Dept. items, 10c line. Pub.



**Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration. Ford super-service station operation, Ford truck experience stories from users. 1c, Acc.

**F.T.D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news, regular correspondents. M. Bloy. Fair rates, Pub.

**Furniture Age**, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Only well illustrated material accepted. J. A. Gary. 1c, photos \$2, Pub.

**Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)

**Furniture Record**, 342 Madison Ave., New York. (Q) Feature articles of interest to furniture trade. William C. Fank. Indefinite rates.

**Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

**Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment, allied fields, with photos, giving novel sales promotion ideas, window display, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.

**Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting cards, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.

**Gloves**, Gloversville, N. Y. (M-25) Very limited market for news and features of the retail and wholesale glove trade. Bethune M. Grant, Jr. 1c, Pub.

**Guide, The**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100. R. L. Simms. 1/4 to 1c, photos 50c to \$1, Pub.

**Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1 1/2 to 2c per word), Pub.

**Hardware Retailer**, 130 E. Washington Bldg., Indianapolis. (M) Illustrated hardware merchandising features. Rivers Peterson. 1c, Pub.

**Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 200-1000. Henry E. Ashmun. 1c, photos \$1, 30 days after Pub.

**Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

**Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

**Health Foods Retailing**, Box 50, San Francisco. (M) Interviews with health-food merchandisers. Helen T. Cordell. 1/4c, Pub. or 1c, Pub. if photos, at \$1 extra for each. Sales promotion ideas (100 words), \$2, Pub.

**Hide and Leather**, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Feede. 1c, Pub.

**Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1 1/2 to 5c, Acc.

**Hotel Monthly**, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.

**Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. 1/4 to 1c, Acc.

**House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and electrical appliance departments 300-700. Julien Elfenbein. 1/4c, \$1 for photos, Pub.

**Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. 1/4c up, photos 50c to \$1, Pub. (Buying little; query first.)

**Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500-2000. Harry W. Huey. 1c, Pub.

**Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

**Implement Record**, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.

**India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. D. C. McRoberts. 8c, Pub.

**Industrial Finishing**, 802 Wulfin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 1/4 to 1c, Pub.

**Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.

**Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. 1/4c, Pub.

**Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

**Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. 1/4c, Pub.

**Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

**Institutional Outfitter**, The, 612 N. Michigan Ave., Chicago. (M-25) Illustrated articles of interest to hotel, restaurant and institutional supply houses. A. Engelsman. 1c, Pub.

**Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. M. R. McGruder. About 1/4c, Pub.

**Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. C. C. Robinson. 1/4 to 1c, Acc.

**International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

**Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. A. Merchant Clark. 40c inch, Pub.

**Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebar. 1 1/2 to 2c, Pub.

**Laundry Age**, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.

**Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Julien Elfenbein. 1/4c, photos \$1, Pub.

**Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay. 1c, photos \$1.50, Pub.

**Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Ward K. Halbert. Good rates.

**Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. 1/4c, Pub.

**Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.

**Manufacturing Jeweler**, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. 1/4c, Pub.

**Mass Transportation**, 431 S. Dearborn St., Chicago. (M) News and features of interest to street railway and bus companies. R. S. Torgerson. Good rates, Pub.

**Meat Merchandising**, 105 S. 9th St., St. Louis. (M-20) 100-word merchandising shorts on meats, groceries, produce, fish. J. L. Hoppe. 1c, Pub.

**Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

**Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr. 1/4c, Pub.

**Mill & Factory**, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1936. Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c and up, usually Acc.

**Millinery Trade Review**, 15 E. 40th St., New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. 1/4 to 1c, photos \$2, Pub.

**Modern Brewer**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Hartley W. Barclay. 1c up, usually Acc.

**Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising window and counter display, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

**Modern Plastics**, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, etc. E. F. Lougee.

**Modern Roofing**, 404 4th Ave., New York. (M) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley. 1c, photos \$1, Pub.

**Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

**Mortuary Management**, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. 1/4 to 1c, Pub. (Not buying.)

**Motion Picture Herald**, Rockefeller Center, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business, acutely technical. Terry Ramsaye. Indefinite rates, Pub.

**Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

**Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.

**Motor Ship**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

**Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. 1c, Pub.



- National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the soft-drink and beer-bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.
- National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100.  $\frac{1}{2}$  to 1c, photos 50c to \$1, Pub.
- National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 200 to 1000 of cleaning and dyeing trade. Roy Denney. About  $\frac{1}{2}$ c, Pub.
- National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer,  $\frac{1}{4}$ c, Pub.
- National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant, 250 to 500. Francis R. Bentley.  $\frac{1}{2}$  to 1c, Acc.
- National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich.  $\frac{1}{4}$ c up, Pub.
- New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.
- Northwestern Confectioner**, 707 N. Broadway, Milwaukee. (M-20) Articles featuring jobbing, manufacturing confectioners 1000-1500. G. B. Kluck. Fair rates, Pub. (Practically no market.)
- Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors. Carroll K. Michener.  $\frac{1}{4}$ c, Acc.
- Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin.  $\frac{1}{4}$ c, Pub.
- Office Appliances**, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.
- Oil Heat**, 167 Madison Ave., New York. (M) Features and news on construction, operation, merchandising of oil burners. A. E. Coburn, Assoc. Ed. 30c inch, Pub.
- Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.
- Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.
- Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr.  $\frac{1}{4}$  to 1c, photos 50c to \$1, Pub.
- Paper Converters & Envelope Industry**, 1811-1013 Conway Bldg., Chicago. (M) Merchandising plans, sale policies of manufacturers of paper converted products—envelopes, tags, bags, paper napkins, toilet paper, paper towels, cartons, etc. Phil A. Howard.  $\frac{1}{4}$  to 1c, Acc.
- Petroleum Age and Service Station Merchandising**, 500 N. Dearborn St., Chicago. (M-25) Merchandising petroleum products, auto accessories by independent oil marketing companies; details of successful oil-jobbing concerns. O. F. List.  $\frac{1}{4}$ c, photos 50c, Pub.
- Petroleum Marketer**, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.
- Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos, J. C. Raleigh. About  $\frac{1}{2}$ c, Pub.
- Playthings**, 381 4th Ave., New York. (M-25) Limited market for toy merchandising features 2000-2500. J. M. Cloud.  $\frac{1}{4}$ c, Pub.
- Plumbing and Heating Trade Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in the plumbing and heating business; unusual merchandising and management methods of successful plumbing and heating contractors with pertinent high-grade illustrations, human interest, wherever possible, 1000. J. P. Koellisch. Good rates, Pub.
- Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice. 6/10c, Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)
- Practical Builder**, 59 E. Van Buren St., Chicago. (M) Brief illustrated articles dealing with practical problems of the small contractor. Phil W. Hanna. 60c inch, Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos  $\frac{1}{4}$  space rates, Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph F. Linder. 1c to 2c, Acc. Original jokes with grocery slant,  $\frac{1}{4}$  each. Attractive photos of food window and interior displays, meat displays. \$3 to \$5 each.
- Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade 1500-2000. Frederic G. Melcher. 1c, 10th of mo. following Pub.
- Radio & Electric Appliance Journal** (including *The Radio Merchant*), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50, M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. Hal Reynolds. \$4 column, Pub.
- Restaurant Management**, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.
- Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.
- Retail Ledger and Homeware**, 342 Madison Ave., New York. (M) Articles on department store management, promotions, etc. Wm. C. Fank.  $\frac{1}{4}$ c, Pub.
- Retail Tobacconist**, 117 W. 61st St., New York. (M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey.  $\frac{1}{4}$ c, Pub.
- Rock Products**, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.
- San Francisco Styles and Selling**, 310 Sansome St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, photos \$2, Pub.
- Seed World**, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald.  $\frac{1}{4}$ c, Pub.
- Shipping Management**, 425 4th Ave., New York. (M) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. Good rates, Pub.
- Shoe Repair Service**, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250-1500, fact items, fillers 50-100, jokes. A. V. Fingulin.  $\frac{1}{4}$  to  $\frac{1}{4}$ c, Pub. (Overstocked on verse.)
- Soda Fountain**, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.
- Southern Florist and Nurseryman**, 120 St. Louis Ave., Ft. Worth, Tex. (W) Regular correspondents provide news of Southern states. Aaron Smith.  $\frac{1}{4}$ c, Pub. (Not buying.)
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. Hal Reynolds. \$8 page, Pub.
- Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.
- Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell.  $\frac{1}{4}$  to 1c, photos \$1, Pub.
- Southwestern Bottler**, 454 Soledad St., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath.  $\frac{1}{4}$ c up, Pub.
- Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell.  $\frac{1}{4}$  to 1c, Pub.
- Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on merchandising, store arrangement, news. C. T. Felker.  $\frac{1}{4}$ c up, Pub.
- Sporting Goods Journal**, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle.  $\frac{1}{4}$ c up, Pub.
- Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on laundry business, 1000. Frank Black.  $\frac{1}{4}$  to 1c, Pub.
- Syndicate Store Merchandiser**, 19 E. 47th St., New York. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising and displays up to 1000. P. J. Benl. 1c up, Pub. Shorts on unusual window and counter displays, up to 100, with photos.  $\frac{1}{4}$  to 1c, Pub.
- Telegraph Delivery Sprit**, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. members. James Madison Aubrey.  $\frac{1}{4}$ c, Pub.
- Tires Magazine**, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superstore station operators 1500-2000. Jerome T. Shaw.  $\frac{1}{4}$  to 1c, news items 25c inch, fillers  $\frac{1}{4}$ c, photos \$2, Pub.
- Toilet Regquisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.
- Tool Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. Roy T. Bramson. \$10 page (2 col. 10 in.-10 pt.), Pub.
- Toys and Bicycles**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1200. John J. Welch.  $\frac{1}{4}$ c, Pub.
- Underwear and Hosiery Review**, 93 Worth St., New York. (M) Protected correspondents in principal cities. News and merchandising features. Bertram M. Lebbur.  $\frac{1}{4}$  to 2c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates. Pub.

**Upholstering**, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Indefinite rates. Pub. (Not in market.)

**Voluntary and Cooperative Groups Magazine**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. ¼c, photos \$1. Pub.

**Wallpaper Magazine**, 9 E. 40th St., New York. (M-25) Official publication of Wallpaper Institute. Uses limited amount of merchandising material. A. Louise Fillebrown. 1c, Pub.

**Welding Engineer**, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler, 1c, Pub.

**Western Beverage**, 312 E. 12th St., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Rates not at hand.

**Western Brewing World**, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates, Pub.

**Western Confectioner and Ice Cream News**, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. H. H. Marquis. 25c inch, Pub.

**Western Furniture Retailing**, 180 New Montgomery St., San Francisco. (M) Authentic articles on merchandising of floor coverings, furniture and appliances by furniture stores in California, Oregon, Washington, Colorado, Utah, Arizona, New Mexico, Montana, Idaho, Nevada. Oscar Reichenbach. 1c, Pub.

**Western Hotel Reporter**, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c inch, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Pub.

**Wine Review**, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

**Wooden Barrel**, The, 411 Olive St., St. Louis. (M) Articles on use of barrels in various industries; general business articles that would interest any manufacturer, up to 3000. F. P. Hankerson. ¼c, Pub.

## LIST D

### Juvenile and Young People's Publications

**Ambassador**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500 with illustrations; verse. Novella Dillard Preston. ¼c, poems \$1 to \$2.50. Acc.

**American Boy**, The, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500; Western, mystery, small-town, farm, science, pseudo-science, sports, detective, humor; fillers 300 with action photos on achievements of boys. Franklin M. Reck, Mng. Ed. 2c up, Acc.

**American Girl**, 570 Lexington Ave., New York. (M-15) Ages 10 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard. 1c up, Acc.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories of modern newspaper carrier boy characters, 2000 to 3000. Bradley Welfare. \$10 per story, Acc.

**Boy Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Winter short-stories 1800 to 2000, serials, articles, miscellany. 1/3c up, Acc.

**Boys and Girls**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls 6 to 12. Short-stories 700-1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. ¼c, Acc.

**Boys' and Girls' Comrade**, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 15 chapters; verse 2 to 6 stanzas. L. Helen Percy. \$3 per M., photos 25c to \$1. Pub.

**Boys' Comrade**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Herbert L. Minard. \$3.50 per M., Pub.

**Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000 to 4500; serials 2 to 6 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1¼c up, Acc. (Well stocked.)

**Boys' World**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500; serials 4 to 6 chapters, 2200 to 2400 each; scientific news items with photos; successful boys (photos), occupation items, 500; verse, 12 lines. D. C. Cook, III, Ed.-in-chief; Thos. S. Huntley, Mng. Ed. Good rates, Acc.

**Canadian Boy**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. ¼c, Acc.

**Canadian Girl**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace. 1c, Acc.

**Cargo**, M. E. Church South, 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 3000-4000, serials 4 to 8 chapters, articles 500-1200, striking photos. Rowena Ferguson. ¼c up, Acc.

**Catholic Boy**, The, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200 to 2500; articles for boys. J. S. Gibbons. ¼ to 1c, Pub.

**Catholic Girl**, The, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, entertaining, not pietistic short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan. About ¼c, Pub. (Overstocked.)

**Challenge**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. ¼c, verse \$1 to \$2.50. Acc.

**Child Life**, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ¼ to 1c, Pub. (Overstocked.)

**Children's Leader**, Amer. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (M-10) Short-stories for children, 500-1500; articles on religious education of children; editorials. Margaret M. Clemens. \$4.50 M., Acc.

**Children's Play Mate Magazine**, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 2000; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper. 1c, verse 25c line, Acc.

**Child's Own**, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; Bible puzzles, Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1. Acc.

**Classmate**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500-3500; serials 30,000-40,000; illustrated articles 1000-2500; fact items 200-1000; verse. A. D. Moore. Fillers ¼c up, fiction 1c up, verse \$5 to \$1. Pub.

**Dew Drops**, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800-900; short articles, editorials 250-300; verse up to 12 lines. Good rates, Acc.

**Epworth Herald**, 740 Rush St., Chicago. (2-M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000 to 1800; serials 5000 to 10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About ¼c, verse about 15c line, Pub.

**Epworth Highroad**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson. ¼ to 1c, verse 25c line, Acc.

**Forward**, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters, 3000 each; illustrated articles 900. John T. Farris. 50c per 100 words, Acc.

**Friend**, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 2 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2, Acc.

**Front Rank**, The, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500 to 3500; serials 20,000 to 25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M., Acc.

**Girlhood Days**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Wholesome short-stories 1800 to 2000; serials; miscellany. ¼c up, Acc.

**Girls' Circle**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

**Girls' Companion**, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150 to 600; editorials 100 to 400. Margaret M. Stone. Good rates, Acc.

**Girl's World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 per M., Acc.

**Guildsman**, The, Fisher Body Craftsman's Guild, 3044 W. Grand Blvd., Detroit, Mich. (M) Boys 12 to 19. Adventure short-stories 2500 to 3000, also 800 to 900. W. S. McLean. Rates not stated.

**Institute Leaflet**, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Jewels**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Material for small children. ¼c, Pub.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos. Mrs. Mary Pfau Fisher. ¼ to 1c, photos \$1 to \$3, Acc.

**Junior Joys**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12, short-stories, serials, verse. Miss Mabel Hanson. ¼c, Acc.

**Junior Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1500 to 1800; serials, verse.  $\frac{1}{2}$ c. Acc.

**Junior World**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.

**Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 per M., Acc.

**Little Folks**, The, Augustana Book Concern, Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn.  $\frac{1}{2}$ c. Pub.

**Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

**Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 13. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

**Mickey Mouse Magazine**, Hal Horne, Inc., 551 5th Ave., New York. (M-10) Not in the market.

**Olive Leaf**, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious short-stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago.  $\frac{1}{2}$  to  $\frac{1}{2}$ c. Pub.

**Onward**, Box 1176, Richmond, Va. (W-3) Presbyterian; young people. Character building short-stories, serials, short articles, editorials. Miss Clara Bell Williams. \$3 to \$5 per M., Acc.

**Onward**, United Church Publications, 229 Queen St., W. Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material.  $\frac{1}{2}$ c. Pub.

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst.  $\frac{1}{2}$ c up, Pub or Acc.

**Our Little Folks**, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen.  $\frac{1}{2}$  to  $\frac{1}{2}$ c. Acc.

**Pictura Story Paper**, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smither.  $\frac{1}{2}$  to 1c. Pub.

**Pictura World**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse 50c stanza, Acc.

**Pioneer**, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters 2500 each; illustrated articles 800 to 1000; verse. John T. Faris. \$4 per M., photos 50c up, Acc.

**Playmate**, United Church Publications, 209 Queen St., W. Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse.  $\frac{1}{2}$ c. Pub.

**Portal**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 12 to 18. Wholesome action short-stories 1500-3000; serials 20,000-25,000; vocational, project articles on assignment; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Pub.

**Queens' Gardens**, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handicraft articles 300-1000; verse; editorials. John T. Faris. \$4 M., Acc.

**Scholastic**, 250 E. 43d St., New York. (W-10) Articles, essays for high-school readers, English literature, cultural subjects, historical events, social and student problems, 500-1500. Kenneth M. Gould. 1c. Pub.

**Sentinel**, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000; short poems. Novella Dillard Preston.  $\frac{1}{2}$  to  $\frac{1}{2}$ c; poems \$2.50, Acc.

**Shining Light**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$3 per M., Pub.

**St. Nicholas**, 419 4th Ave., New York. (M-25) Boys and girls 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Chesla Sherlock; Vertie A. Coyne, associate. 1c up, verse 25c line, Acc.

**Stories**, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Elizabeth S. Whitehouse. Up to  $\frac{1}{2}$ c, verse 25c for 4 lines, Acc.

**Storyland**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Pub.

**Storytime**, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 700; articles and suggestions for playthings children can make 100 to 300; verse. Agnes Kennedy Holmes.  $\frac{1}{2}$ c. Acc.

**Story Parade**, 70 5th Ave., New York. (M) Children 8 to 12. Juvenile short-stories, articles, plays up to 2500; poems. L. Parker. 1c. Pub.

**Story World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 900; verse. Miles W. Smith. \$4.50 per M., Acc.

**Sunday Companion**, The, 256 Broadway, New York. (W) Catholic juvenile fiction; current events, miscellany. M. A. Daily. Rates not stated.

**Target**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500-3000; serials of character development 20,000-30,000; articles with photos 1200-1800; editorials 300-700; verse 8 to 20 lines; fact items, fillers, 200-500. Alfred D. Moore.  $\frac{1}{2}$  to  $\frac{1}{2}$ c, verse \$2.50 up, Pub.

**Two to Teens**, 401 Berger Bldg., Pittsburgh, Pa. (Q-10) Juvenile short-stories 1000-1500, serials 5000, verse 36 lines. Mary S. Powell.  $\frac{1}{2}$ c, poems 10c line, Pub.

**Watchword**, The, 240 W. 5th St., Dayton, O. (W) United Brethren denomination. Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

**Wee Wisdom**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. (Overstocked.)

**What To Do**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rate, Acc.

**Young America**, Eton Pub. Corp., 32 E. 57th St., New York. (W-10) Boys and girls 8 to 18, short-stories 850-900; serials 15,000-18,000, mystery, adventure, humor, sports, historical, etc.; cartoons. Louis A. Langreich. \$73 \$50 up, shorts  $\frac{1}{2}$ c up, gag cartoons \$3 to \$5, Pub.

**Young Canada**, Presbyterian Pubs., 73 Simcoe St., Toronto, Canada. (W) Junior and teen-age boys' and girls' material. Low rates, Pub.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfau Fisher.  $\frac{1}{2}$  to 1c, Acc.

**Young Crusader**, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane.  $\frac{1}{2}$ c, Acc. Verse, no payment.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

**Young People**, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

**Young People's Friend**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000 to 2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$3 per M., Pub.

**Young People's Paper**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

**Young People's Weekly**, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles; editorials 100-400. Good rates, Acc.

**Young Soldier and Crusader**, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Youth's Comrade**, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. Indefinite rates, Acc.

**Youth's World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 600; handicraft; fact items, photos. Miles W. Smith. \$4.50 per M., Acc.

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### THE AUTHOR & JOURNALIST

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# THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

*Ace High*, of the Popular Publications group, 205 E. 42nd St., New York, has been rechristened *Ace-High Western*. It is under the editorial direction of Rogers Terrill, with Willard Crosby as editor. It uses Western fiction, particularly stories of the frontier days. Requirements are for short-stories of 6000 words and less, novelettes of 11,000 and novels of 18,000 words. Western fact articles up to 1000 words also are sought. Payment is at 1 cent a word, on acceptance.

*The American Spectator*, 132 W. 31st St., New York, is now edited by Max Lehman, who succeeds Charles Angoff. It uses feature articles dealing with current events, politics, literature, science, and expose material, up to 2000 words. Cartoons also are considered. Payment is on publication at 1 cent a word.

*Famous Detective* is to be consolidated with *True Detective*, Chanin Bldg., New York, beginning with the November issue. The latter magazine, issued by the Macfadden Company, uses true detective stories, preferably told under an official by-line, paying 2 cents a word on acceptance. Bert Bowden is editor.

*Gay Book*, 201 N. Broad St., Philadelphia, heretofore issued quarterly, is going into monthly publication this fall, writes Wm. H. Kofoed, editor. It uses humor and sophisticated material with a sex slant. Short-stories of 1500 to 2500 words, humorous verse of 4 to 24 lines, jokes, photos, and cartoons are considered. Payment is at 1/2 to 1 cent a word on acceptance.

Paul's Photos, 537 S. Dearborn St., Chicago, a syndicate supplying world-wide news pictures and rotogravure page spreads, writes: "We have immediate need for the services of a writer to prepare a manuscript of perhaps 20,000 words on American Indians, their life and customs, for juvenile readers. We shall be pleased to give fuller details to any of your readers qualified to handle this work." Address George F. Paul.

*Rangeland Love Stories* (formerly *Rangeland Romances*), 205 E. 42nd St., New York, is interested in emotional love stories of the old West, told from the woman's viewpoint. Lengths for short-stories are up to 5000 words, novels, 15,000 words, and novelettes, 9000 words, writes Willard Crosby, editor. Articles up to 1000 words are considered by this member of the Popular Publications group. Payment is on acceptance at 1 cent a word.

*The High Hater*, 1736 N. Sycamore, Hollywood, Calif., is announced as a new magazine for "the mink and monacle trade." G. T. Warren, editor, writes: "We are in the market for smart short articles or short short-stories of a sophisticated tone." He does not mention rates or methods of payment.

The Greystone Press, 11 W. 42nd St., New York, a new publishing firm, will issue both fiction and non-fiction. Novels of literary quality and popular appeal, and adult biography, history, and travel works will be considered. "Juvenile books, cheap love stories, political harrangues, etc., are not desired," writes Fenis Hendricks, editor. Remuneration is on the royalty basis.

*The Spur*, formerly at 515 Madison Ave., is now located at 425 Fifth Ave., New York.

*Globe*, 1033 Lincoln Ave., St. Paul, Minn., is announced as a new magazine edited and published by J. W. G. Dunn, Jr. He describes his magazine as an intimate journal of travel, romance, adventure, and world excitement. He states: "Articles for *Globe* should be short. Nothing over 2000 words, with 1000 words preferred. They should be handled with a light touch and they should be intimate. That is, they should not shrink at portraying the little quirks of human nature and motive (sex, food, hate, murder, jealousy, etc.) They should be true, authoritative, and believable. Subjects are unrestricted, provided only that the article shows relation between people and place. The setting (background) should impress as much local color as possible on the characters." Payment is promised at 1 cent a word, on acceptance.

*Hard Boiled* is the title of the new sophisticated magazine for men launched by Street & Smith, 79 Seventh Ave., New York, and edited by Thomas Edgewell. Payment is at 2 cents a word on acceptance, but the magazine is reported to be already overstocked.

Street & Smith, 79 Seventh Ave., New York, are preparing to launch a new detective magazine, with an aim toward quality rather than thrilling action. The title has not yet been announced. Robert Arthur is editor. Rates will be good, and payable on acceptance.

*Round-Up Romances*, 67 W. 44th St., New York, is a new member of the Magazine Publishers group, edited by A. A. Wyn. It will use Western romantic short-stories and novelettes, paying 1 cent a word and up, on publication.

*Romantic Stories*, Fawcett Bldg., Greenwich, Conn., is now edited by Beatrice Lubitz, who succeeds Anita Pinkham. "Our market is wide open," writes Miss Lubitz. "We are anxious to line up new writers." First-person, romantic confession stories up to 4500 words and serials up to 15,000 words are used. Payment is at 1 to 1 1/2 cents a word.

*Canadian Geographical Journal* has moved from the National Research Bldg. to Brock Bldg., 172 Wellington St., Ottawa, Ontario, Canada, and is now edited by Gordon M. Dallyn, executive secretary of the Canadian Geographical Society. The magazine is now issued by the Society instead of by a private publisher. It has been enlarged and more attention will be devoted to the economic and commercial phases of geography than in the past. Articles, in popular, readable form and well illustrated, dealing with Canadian resources, including recreational, will be increased in number. Material should be between 1500 and 2500 words in length. Payment is at 3/4 cent a word and up, on publication.

*Nature Magazine*, 1214 16th St., Washington, D.C., using nature articles from 1500 to 2000 words, and fillers with pictures from 100 to 400 words, prefers to have writers query on subjects before submitting manuscripts. R. W. Westwood is editor. Payment is at 1 to 3 cents a word on acceptance.

*West* is now published under the banner of Ranger Publications, 220 W. 42nd St., New York, but all editorial business is conducted through Edmund Collier at Garden City, N. Y., where the editorial office is located.

*Outdoor Life*, 381 Fourth Ave., New York, states that it can use immediately material in the following classifications: 1. Feature articles up to 3000 words dealing with the dramatic, humorous, and adventurous phases of fishing, hunting, etc. These articles must be accurate and informative and written so "popularly" that they will appeal alike both to the sportsman and the layman. They must be profusely illustrated with unposed "action" photographs of the finest quality. 2. Well-illustrated news articles up to 3000 words of topical interest to sportsmen. 3. Personality sketches, of 1000 words or so, telling of picturesque characters of the outdoors. 4. "How-to-make" and "how-to-do" articles up to 3000 words giving specific, non-technical information and practical hints on hunting, fishing, camping, woodcraft, target shooting, care and repair of firearms, fishing tackle, motor boats, hunting lodges, and every other sort of outdoor equipment. "Kinks" describing emergency equipment or emergency repairs made from odds and ends are especially desirable. Illustrations for these articles may be photographs or rough sketches to be elaborated by staff artists. 5. Unusual nature stories. Not encyclopedia or text-book material but vivid, readable, informative, well-illustrated articles presenting odd and curious facts about wild life. 6. Brief articles describing new equipment for sportsmen. These must be accompanied by photographs containing human hands or figures so that the operation of the new product will be apparent at a glance. 7. Photographs—single pictures and sets telling interesting stories of the outdoors." Raymond J. Brown, who sends this note, states that submitted material will be acted on at once and, if accepted, will be paid for immediately at the best rates in the field.

Winford Publications, 165 Franklin St., New York, were reported last month (as the result of complaints from several contributors) as being very dilatory in reporting on material. Louis H. Silkerkleit, president, writes: "We are sorry that we have been unable to report on manuscripts as promptly as usual, but the summer vacations of our editors and readers caused considerable delay. This, however, is all over now and we are again back to our 'report within three weeks' basis."

News Service Bureau, Dayton, Ohio, writes: "Although we have been out of the market on fiction for more than six months, we are buying again. At this time we expect to lay in a supply of short-stories ranging in length from 2000 to 2500 words. Any theme is permissible as long as the tale is modern, realistic in the sense that the setting and characters reflect life as it is actually pursued today, and related in a popular, vital, energetic style. Stories of plot and action are preferred, and suitable for family consumption. If possible, the happy, optimistic ending should predominate, avoiding the Pollyanna or goody-goody type of fiction. We can still use a number of feature articles of the Sunday magazine section type, also material a la *Esquire*, *Liberty*, *Satevpost*, *Popular Mechanics*, *Fortune*. Our rates are from 1 to 2½ cents per word on acceptance, photos \$1 to \$2.50. A prompt report within two weeks is assured." Freda Davidson, Secretary, signs the statement.

*Weird Tales*, 840 N. Michigan Ave., Chicago, is in the market for short serials, running from 25,000 to 35,000 words, writes Farnsworth Wright, editor. "We also want good weird-scientific stories up to 15,000 words. It goes without saying that these must be truly weird stories, to conform to our well-known standards." *Weird Tales* pays 1 cent a word, some time after publication.

*Short-Stories*, Garden City, New York, is now under the editorship of Dorothy McIlwraith, who has long been associate editor.

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*Real Western*, 165 Franklin St., New York, of the Winford group, considers both new and reprint Western novels of from 45,000 to 60,000 words. It also uses short-stories of 2500 to 6000 words and novelettes of 10,000 to 12,000 words. "All shorts and novelettes must be new," writes L. H. Silberkleit, editor. Payment is at 1/2 to 3/4 cent a word, on acceptance.

*Western Action Novels*, 165 Franklin St., New York (Winford Publications), uses 70,000 word Western novels, stressing drama, action, and emotion, novelettes of 15,000 to 30,000 and 40,000 words, and short-stories of 2500 to 6000 words. Both new and reprint material is considered. Payment is by arrangement on acceptance.

*Opportunity*, formerly at 919 N. Michigan Ave., is now located at 333 N. Michigan Ave., Chicago. It is primarily devoted to success stories based on selling, but uses short-stories of any kind holding plenty of action, up to 3000 words, also occasional 2-part serials. "Articles must have emotional and inspirational qualities." K. C. Smith is editor, George F. Peabody, associate. Payment is at 1/2 cent a word up, on acceptance.

Wallace Hebbard, Publisher, Gilmanton, New Hampshire, sends this notice: "To writers of biography: We are seeking a limited number of book-length manuscripts. Acceptable material will be published on the usual royalty basis, without expense to the author."

*Popular Aviation*, 608 S. Dearborn St., Chicago, writes: "We believe your readers will be interested in knowing that we will pay \$1 each, on publication, for any jokes accepted. They should pertain definitely to aviation. We will also consider humorous sketches and cartoons, the payment for which will be decided upon after we have seen the contribution."

*Current History*, 63 Park Row, New York, now published by M. E. Tracy, uses authoritative articles on political, economic, social, and cultural events and developments both in America and abroad. Lengths should be kept within 2000 to 3000 words. Payment is made at 2 cents a word one week after publication.

*Big Book Western* (Popular Publications), 205 E. 42nd St., New York, a bi-monthly now edited by Willard Crosby, is interested principally in Western novels of 20,000 to 40,000 words and novelettes of 10,000 to 20,000, but uses a few short-stories of 5000 words and 1000-word Western fact articles. Payment is now listed at 1/2 cent a word minimum, on acceptance.

*House Beautiful combined with Home & Field*, 572 Madison Ave., New York, is now edited by K. K. Stowell, who succeeds Arthur H. Samuels.

*Smashing Novels*, 100 Hudson St., New York, edited by Cliff Campbell for Chesterfield Publications, now prefers Western, detective, and adventure novels of 15,000 to 30,000 words. Payment is made on acceptance, rates by arrangement.

*The Instructor*, heretofore listed at 514 Cutler Bldg., Rochester, N. Y., has moved its editorial office to Dansville, N. Y., where the home office and publishing plant of the F. A. Owen Publishing Company are located.

*The American Countryman*, Weston, Vermont, will make its appearance in the fall. Vrest Orton, the editor, writes that plans for the magazine are in their research stage. Present plans are for a quarterly magazine of national circulation with an appeal to the average intelligent person who is interested in rural life.

*The Monist*, 149 E. Huron St., Chicago, reports that it is overstocked and not buying at present.



The Mathews Company, formerly at 685 Mullett St., is now located at 1221 Beaufait St., Detroit, Mich. It issues a series of small-sized monthly publications which are distributed by manufacturers and retailers to their customers. Following are the magazines and their requirements: *Hostess Magazine*, distributed by ice-cream manufacturers to special lists of women who entertain. It carries modern ideas for the hostess, with special stress on the value of ice cream as a dessert in entertaining, with new ways of serving, etc. Hospitality, etiquette, hostess hints, party themes, decorations, and refreshment ideas are desired. Some recipes, but the principal emphasis is on entertaining rather than cooking. . . . *Profitable Ice Cream* also deals with ice cream, but from the standpoint of fountain dealers. It is distributed to them by ice cream manufacturers as an aid to help them conduct their fountains successfully and thus sell more ice cream. Service, sanitation, advertising, window display, new fountain dishes, serving quality products, personnel, new merchandising ideas, seasonal plans, etc., are covered. Illustrations of appealing fountain ice cream dishes and modern fountain scenes are desired, as well as illustrations for special articles. . . . *Babies Magazine* is distributed by dairies to new mothers. Its purpose is to offer authoritative aid in baby care and to stress also the importance of the physician's advice. Although the value of safe milk is often referred to in the articles, pasteurized, certified, or any one type of milk is not mentioned. Material must be accurate and dependable, yet interesting and readable for the mother. Appealing baby photos are used. . . . *Civic Health (or Safe Milk)* is distributed by dairies to stress the importance of safe milk and to build good will among doctors, health workers, and civic-minded individuals. Thus it carries articles on health questions, especially related to fluid milk, by recognized authorities whose names mean something to the professional man, and also material of general interest to the average reader. Photos of healthy people, drinking milk especially, are desired. . . . "Say It With Flowers," distributed by florists to their customers, serves a similar purpose in its field. The articles used by these periodicals run usually from 500 to 1000 words. Louise Sutherland is editor. Payment is made at 1 cent a word minimum, after publication.

Kamokila Studios, Inc., 1052 Geary St., San Francisco, which last month sent a call for radio continuities, listing in detail various requirements, writes: "Will you kindly cancel all information concerning the proposed service. We have decided to discontinue this business."

*The Redwood Monthly*, formerly at San Francisco, should now be addressed at 2495 Telegraph Ave., Berkely, Calif. It is edited by Frank H. Buck, Jr., who is interested in short short-stories of 800 to 2000 words and in articles dealing with problems of fiction writing presented in a news manner. Payment is at 1/2 cent a word on acceptance. Verse is used but no payment is made.

*Thrilling Ranch Stories*, 22 W. 48th St., New York, is demanding a heavier love interest than formerly in its fiction. Payment is at 1 cent a word and up, on acceptance.

The Phoenix Press (Outlet Book Company) has moved from 443 across the street to 444 Fourth Ave., New York. It is now in the market for mysteries, preferring the romantic, third-person type. This company usually offers a flat price for outright purchase.

*Sports Illustrated and the American Golfer* has moved from 432 Fourth Ave., to 32 E. 57th St., New York. John Escher is now editor.

*Gentlewoman*, 154 W. 14th St., New York, is overstocked.

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A. Griffith Grey, president of Cinema Magazine, Inc., announces a new 50-cent monthly, *Cinema Arts*, the first issue of which will appear in January, 1937. It will be the largest magazine in the country, to measure 14 by 17 inches, with a wire spiral binding. Offices are at 250 Park Ave., New York. Mr. Grey was formerly general manager and vice president of United Artists and D. W. Griffith, Inc.

*The Adjuration Monthly*, P. O. Box 13, Stoneham Branch, Boston, Mass., sends a contributor this note, signed by the editor, Kenneth C. Wardwell: "We want articles on any subject of interest to readers of a magazine dedicated to uphold basic facts, ideals, and acknowledged principles that caused our forefathers to bring forth upon this continent a new nation conceived of liberty and dedicated by death. Our objective is towards a freedom from unjust taxes levied by a harassing group of politicians. Authors are invited to consult us (sending a short article as proof of ability) regarding specific assignments on wanted material. Due to lack of suitable material I was forced to delay issuing *The Adjuration Monthly* two months." Payment is announced ½ to 5 cents per word on publication.

*The Midwestern Magazine* is the tentative title of a magazine to be sponsored by a federation of writers of the Middle West in the fall. It will reflect the modern theatre, art, and literature of the Middle West and relate the rich heritage of development and struggle in industry, village and farm to the present. The editor will be Meridel Le Sueur. The address is not at hand.

*Mickey Mouse Magazine*, 1270 Sixth Ave., New York, writes that it is not now soliciting outside contributions.

*Black Mask*, *Ranch Romances*, and *Field and Stream*, Warner Publications, formerly located at 578 Madison Ave., New York, are now at 515 Madison Ave.

*Modern Romances*, 149 Madison Ave., New York, offers 2 cents a word for "your life story," if found acceptable. It should be told in the first person in the style used in talking to a friend.

Manhattan Poetry Parade, 509 Fifth Ave., New York, asks for good poetry and articles on poetry. No payment is made, but several prizes are offered. Coleman Denton Squires is editor.

*The Southern Sportsman*, formerly at 1906 Speedway, is now located at 2515 Pearl St., Austin, Tex.

*Interlude*, 942 Howard St., San Francisco, according to a contributor, requires writers to take a membership at \$2.00 a throw in a guild which it conducts, before their manuscripts become eligible for acceptance. This was not mentioned when the concern sent particulars of its market requirements to the A. & J. It purports to pay for material in prize money apportioned according to reader votes.

*Arcadian Life* has moved from Sulphur Springs, Tex., to Caddo Gap, Ark. It uses short folklore material, especially that pertaining to the Ozark country. Otto E. Rayburn, editor, pays ½ cent a word up, on publication.

*Action Stories*, 461 Eighth Ave., New York, (Fiction House) is now published monthly.

Smith & Haas, book publishing firm, has merged with Random House, Inc., 20 E. 57th St., New York.

*Short Wave Radio*, formerly located at 1123 Broadway, New York, has removed, leaving no address.

*This Month*, Santa Fe Bldg., Dallas, Tex., has been discontinued.

*Dynamic Adventures* (Ströet & Smith) has been discontinued.

*Hoovey and Whiz Bang*, (Popular Magazines, Inc.) 4166 W. Broadway, Robbinsdale, Minn., have been discontinued.

*Smokehouse Monthly* has moved from Robbinsdale, Minn., to 506 Fifth Ave., Minneapolis, Minn. William J. Kostka is now in charge, succeeding E. J. Smithson.

*American Humorist*, Emaus, Pa., of the Rodale Publishing Co., which recently was discontinued, is reported by a contributor to have failed to pay for published material.

*For Me*, 30 N. La Salle St., Chicago, which has failed to make payment for published material, informs contributors that a reorganization is in progress.

*Flight*, a verse magazine, has been combined with *Better Verse*, which is now published by Irl Morse at 901 S. W. Third Ave., Portland, Ore.

Fact Feature Syndicate, 649 Macon Ct., Brooklyn, N. Y., informs a contributor that its fiction requirements have been fulfilled for the next eight months.

*Mystery Novels* (Winford Publications), has been discontinued.

*New Detective Magazine*, of the Popular Publications group, has been discontinued.

*War Birds*, (Dell) has been discontinued.

*Mystery Novels* (Winford) has been discontinued.

### PRIZE CONTESTS

The National W. C. T. U. Publishing House, Evanston, Ill., announces the Ada Mohn-Landis prize contest for 1937. The general theme is "Total Abstinence from Alcoholic Liquors an Asset to: (here follow a list of subjects, any one of which may be followed: They are: Business Efficiency, Health, Citizenship, Civic Welfare, Success in Sports and Athletics, Safety in Traffic and Elsewhere, Social Life, Spiritual Life.)" Two classes of manuscripts are desired: I. Senior declamations for recitation by adults and youths. Maximum length, 1000 words; minimum 750 words. First prize, \$40, second prize, \$10. II. Junior declamations, for recitation by boys and girls under high school age (10 to 13 years), but not small children. Length, 400 to 600 words. First prize, \$40; second, \$10. Declamations may be in prose or verse, and may be orations, stories, or formal discussions. Contestants may submit any number of entries. All manuscripts must be typed, double spaced, with liberal margins, on one side of paper. The number of words, by count, should be in upper right-hand corner of first page, also the class for which intended. Name and address of author must not appear on manuscript. The entry must include three copies of the manuscript, sealed envelope with name of declamation on outside, and class entered, containing name and address of writer and stamped and addressed return envelope. Address Landis Contest, National W. C. T. U., Evanston, Ill. Closing date, March 31, 1937, at 5 P.M.

The International Mark Twain Society, Webster Groves, Mo., offers a prize of \$25 for the best anecdote dealing with a famous author, either living or dead, as its tenth annual contest. The anecdote may be taken from the participant's own experience or from a book, but must be in his own words. One or more anecdotes may be submitted, so that the paper approximates 500 words. The contest judges are Stephen Leacock, Josephine Johnson, and Mrs. Cyril Clemens. Closing date, June 1, 1937.

*Psychology Magazine*, 381 Fourth Ave., New York, announces a contest for the best letters (not over 600 words) relating instances of courage. The topic is: "Is Courage Inborn or Can It Be Acquired?" First prize is \$10.00. Second and third prizes are books. Contest closes November 15.

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*Railroad Stories*, 280 Broadway, New York, announces that it will pay \$2 for each letter of 500 words or less printed in its January, 1937, issue (out December 1) dealing with exciting, amusing or pathetic railroad incidents that actually happened on a Christmas or Christmas Eve. Writer's name and address must be given for publication. Each incident should be written by an eye-witness or by someone who got the facts direct from an eye-witness. Deadline, October 3. No letters will be returned.

*The Occult Digest*, 1900 N. Clark St., Chicago, writes: "We will pay \$200 for the best letter submitted to us on J. John Gilbert's new book-length manuscript, 'Tremendous Trifles' which is being pub-

lished in abridged form in the *Digest*. A second award of \$50 will be made for the best letter on a single installment as published in the magazine. A copy of the complete work on publication, carrying complete details of the offer, can be secured at your public library, or consult the current issue of the magazine."

The closing date of the Edwin Wolf Award sponsored by the Jewish Publication Society of America, Broad and Spring Garden Sts., Philadelphia, has been extended to October 15, 1936. A prize of \$2500 is offered for the best novel of Jewish interest in English. All manuscripts must be submitted under a nom de plume, with the true name of author in an attached sealed envelope.

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To use THE AUTHOR & JOURNALIST Sales Agency, you need only submit your manuscript with reading fee (\$1 for the first 1000 words in each manuscript, 25 cents for each additional 1000) and return postage.

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Send for free leaflet, "What Editors Want."

## GREETING CARD DEPARTMENT

BY DORIS WILDER

International Paper Goods Co., 247 Park Ave., New York, writes: "We are interested in Christmas verse only at the present time. We want some general type prose and verse, also some personal sentiments. We are manufacturing counter cards as well as box assortments. Our rate of payment is 25 to 40 cents, or in special cases we would pay as high as 50 cents a line." J. Kasten.

Hall Bros., Inc., Grand Ave. and Walnut at 26th, Kansas City, Mo., are in the market for everyday. Mary E. Johnson, editor. 50 cents a line.

Keating Co., N. E. Cor. 22nd and Market Sts., Laird-Schober Bldg., Philadelphia. Christmas sentiments. 50 cents a line.

Quality Art Novelty Co., Everready Bldg., Thompson Ave. and Manley St., Long Island City, N. Y. Christmas, very general. 25 to 50 cents a line.

Buzzo Cardozo, 3723 Wilshire Blvd., Los Angeles. Mother's Day, Father's Day and Graduation. Clever comics, especially Everyday. R. N. Cardozo. 50 cents a line.

White's Quaint Shop, Westfield, Mass. 2 and 4-line Christmas sentiments of very general nature for use in box assortments. Very limited market. \$1.50 for 4 lines. Arthur T. White.

Rust Craft Publishers, Inc., 1000 Washington St., Boston. Easter and Valentine material would be a good bet for this market. Everyday always welcome, especially humorous material. Fred W. Rust. 50 cents a line.

Rose Company, 24th & Bainbridge Sts., Philadelphia. Christmas and Everyday. 50 cents a line. H. M. Rose, Jr.

## TRADE JOURNAL DEPARTMENT

EDITED BY JOHN T. BARTLETT

*American Ink Maker*, 254 W. 31st St., New York, pays moderate rates for news of printing ink concerns and associations.

*Air Conditioning and Oil Heat*, 232 Madison Ave., New York, J. E. Fansler, editor, is in the market for news of the industry, and features, provided the writer can get the true trade slant. Articles should cover installations, technical problems, or merchandising and promotion plans in detail. Payment of 30 cents a column inch is made promptly after publication.

*Confectioners News*, 437 Chestnut St., Philadelphia, is practically out of the market for the time being, reports Eugene Pharo, editor.

*Postage and the Mailbag*, 119 W. 19th St., New York, recently offered a contributor \$5, on acceptance, for a 1500-word article.

# LAST CALL!

Don't Miss This Opportunity to Earn  
Lenniger Help—FREE!

## \$775.00 In Eight More FREE Prize Periods Of Professional Help

September, the final month of our **Beginners' Fiction Contest**, is your last opportunity to earn a FREE period of Lenniger help. As in July and August, I will during September select eight more new writers whose manuscripts indicate the best sales possibilities, and will train them in writing to sell—entirely without charge, except our regular agency commission on sales.



Some novels by clients  
—3 first novels

### THE EIGHT FREE PRIZES FOR SEPTEMBER

1st Prize:	My help with your writing problems for one year.....	(Value) \$400.00
2nd Prize:	My help as above for six months.....	200.00
3rd Prize:	My help as above for three months.....	100.00
4th Prize:	My help as above on 40,000 words of manuscripts.....	30.00
5th & 6th Prizes:	My help on 20,000 words (Two prizes, each worth \$15.00).....	30.00
7th & 8th Prizes:	My help on 10,000 words (Two prizes, each worth \$7.50).....	15.00

Total Value of Prizes for September.....\$775.00

The Contest is open to anyone who has not sold over four fiction stories nor had a novel published within the last year. All you need do to enter is to submit a manuscript for my agency service at my regular terms specified below.

### If You Want To Sell—Secure Practical, EXPERIENCED Help

Upon 15 years' experience in developing new writers and in constantly selling their manuscripts, I offer my help with your writing and selling problems. During July I sent my clients thousands of dollars in checks for fiction sales ranging from *The Saturday Evening Post* through the whole list of pulps—according to their individual abilities.

To serious writers who seek practical constructive help, I offer this: (1) A ruthlessly honest appraisal of your manuscripts upon the basis of current market standards. (2) The recommendation of your salable stories to actively buying editors. (3) If your manuscripts are unsalable, I'll tell you *why*, with concrete revision and reprint suggestions if your story can be made salable. (4) You'll receive up-to-the-minute information on editorial needs in line with your abilities.

The fee for this help is \$2.00 on manuscripts not over 2000 words and 75¢ per thousand if longer. Books: 25-40,000 words, \$15.00; 41-60,000 words \$20.00; 61-80,000 words, \$22.50; 81-100,000 words, \$25.00. Reading fees waived when we sell \$1,000 worth of your work. COMMISSIONS: 10% on American, 15% on foreign sales.

Enter The Beginners' Fiction Contest—TODAY!

The simple step of entering your best manuscripts in the Contest may launch you upon a successful literary career. Send your entry *now*—while you are thinking of it!

(Booklet, market letter  
and full Contest information  
on request.)

**AUGUST LENNIGER**

Literary Agent, Inc.

45 W. 45th St. New York, N.Y.

*Bus Transportation*, 330 W. 42nd St., New York, finds it difficult to get usable material from the ordinary free-lance writer. States C. W. Stocks, editor: "Our field is highly specialized and the ordinary free-lance writer seldom has sufficient knowledge of the field to write an article which will meet our requirements." Querying would save time of both editor and writer.

Fred O. Rost, marketing editor of *Business Week*, has been appointed editor of *Radio Retailing*, 330 W. 42nd St., New York, succeeding Ray V. Sutcliffe. W. McDonald, managing editor, handles most correspondence with contributors, however.

The Ziff-Davis Publishing Co., 608 So. Dearborn St., Chicago, publisher of *Mail Order Journal* and *Popular Aviation*, has purchased *Mail Order Business*, which it will merge with *Mail Order Journal*.

Clarence E. Wright has been named editor of *Iron Age*, 239 W. 39th St., New York.

*National Jeweler*, 536 S. Clark St., Chicago, has increased its page size. F. S. Bentley, editor, reports that he is buying very little material.

*The Manufacturing Jeweler*, 42 Weybosset St., Providence, R. I., uses news from jewelry manufacturing centers by special correspondents, and rarely purchases a feature article of interest to the manufacturing jewelry trade. Harry Frost is editor.

*Retail Ledger and Home Ware*, 342 Madison Ave., New York, under new management and ownership, is paying approximately 1/2 cent a word for material. Editor is Wm. C. Pank.

*Better Letters in Business*, 20 N. Wacker Drive, Chicago, is in the market for case-history pertaining to letters used in sales, follow-up, and collection work, according to Frank C. Petrine, editor.

*Drapery Profits*, 420 Lexington Ave., New York, continues to ignore letters concerning manuscripts held for many months, reports a contributor who has been unable to secure the return of articles now several years old.

*Magazine of Light*, Nela Park, Cleveland, O., reports that it will not be in the market for material before the first of the year.

*Ford Dealer and Service Field*, 407 E. Michigan St., Milwaukee, uses, in addition to Ford trade articles, Ford truck experience stories from users, paying 1 cent a word on acceptance. Walter W. Belson is editor.

*The Wooden Barrel* has moved from 511 Locust St., to 411 Olive St., St. Louis. F. P. Hankerson, editor, is still short of good articles on the use of barrels in various industries, and general business articles that would interest any manufacturer. Payment is made promptly on publication at a minimum of 1/2 cent a word.

*Western Furniture Retailing*, 180 New Montgomery St., San Francisco, Oscar Reichenbach, editor, is now in the market for authentic articles on merchandising of floor coverings, furniture and appliances, by furniture stores in California, Oregon, Washington, Colorado, Utah, Arizona, New Mexico, Montana, Idaho and Nevada. Payment is on publication, at 1 cent a word.

*The Feed Bag*, 210 E. Michigan Ave., Milwaukee, is in immediate need of merchandising articles from the state of Iowa, and from the Northeastern quarter of the United States. David K. Steenbergh pays 1 cent a word upon publication for all accepted material.

*The People's Money*, 381 4th Ave., New York, is a national monthly devoted to economics, politics, public affairs, etc.

# PLOTS—PLOTS—PLOTS—WITHOUT END In A Deck Of Cards!

## Plots by the Million

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Two or more characters.

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One or more complications.

The climax—(or several crises and a climax.)

The result, under the alchemy of the writer's creative imagination, becomes a story plot.

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Creative blindness, fatal to most beginning writers, is inability to judge one's own work. It arises as a writer's reaction to his finished story is affected by his strong interest in the subject and the mental experience of putting to paper. The condition is common among novices, occasional among professionals.

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The Author & Journalist Staff is made up of men who are successfully devoting much of their time to the production and sale of literary material, ranging from verses and short-stories to books. These men ceased long ago to be trammelled by academic theory. They recognize that the objective in writing a short-story or novel is to produce something which sells, and is published and read. They realize that there are hundreds of practical considerations, taken as a matter of course by "insiders," of which the novice is ignorant, yet which can readily be imparted to him.

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The unique Progress Chart, which rates the fiction writer for each of NINETEEN WRITING FUNDAMENTALS, has been termed by many clients as itself worth the full cost of criticism service. At no extra cost, it forms a part of the complete criticism.

All Author & Journalist criticisms are detailed. The only policy in force for length, or amount of critic's time used, is that, irrespective of these, everything shall be done to hasten the progress of the client toward actual sales. Methods by which manuscripts can be improved are pointed out, the most likely markets are suggested.

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First 1000 words \$2.00, then 50c a thousand up to 10,000 words; above 10,000, 40c a thousand. Return postage should accompany. Fees payable in advance.

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